

# LEATHER *and* SHOES

*The International Shoe and Leather Weekly*

Our Hats in the ring, too!



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AND SOUND TANNING METHODS

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Choose the Northwestern line for '52 . . . leading candidate for your approval in meeting the requirements of current shoe style trends. This outstanding line of fine quality leathers in a full range of all desired colors continues to serve the industry in the American tradition of free competitive enterprise.

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LEATHER COMPANY  
BOSTON



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APPROVES  
THE**

Look for the  
Solemark  
of Quality

**EXTRA MONTHS of WEAR**

*in...*

# AVONITE SOLES

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**ADVERTISED IN  
LIFE**



The  
**FASHION ACADEMY**  
GOLD MEDAL AWARD  
for 1952

AVON SOLE COMPANY  
AVON, MASSACHUSETTS

FOR FORTY-ONE YEARS SPECIALISTS IN FINE SOLE MATERIALS

Avonite is made in many irons, three different finishes and six colors, all with the look and feel of leather. Avonite is a universal soling material used on all but highly specialized types of shoes for men, women and children. It handles easily in any shoemaking method and requires no special equipment. Write for Avonite's free booklet, "Compare the Wear".

**not on all shoes... just the best ones**

# LEATHER and SHOES

ESTABLISHED 1890

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May 24, 1952

No. 21

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LEATHER PROMOTION PROGRAM SHOWS RESULTS  
SHOE OUTPUT OFF 7% IN MARCH  
LEATHER UNION RE-ELECTS BEN GOLD  
MARCH-APRIL SHOE CHAIN SALES UP 6.6%  
INDUSTRY DIVIDENDS FALL IN FIRST QUARTER

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### PUBLISHER

**Elmer J. Rumpf**

### EDITOR AND ASST PUBLISHER

**William A. Rossi**

### NEWS AND MARKET EDITOR

**Irving B. Roberts**

### EDITORIAL RESEARCH DIRECTOR

**James Malone**

### FASHION EDITOR

**Rosalie Marzbanian**

### WASHINGTON EDITOR

**Joseph B. Huttlinger**

### PRODUCTION MANAGER

**Paul C. Tedford**

### CIRCULATION MANAGER

**June Mason**

### HEADQUARTERS

THE RUMPF PUBLISHING CO.  
300 W. ADAMS ST., CHICAGO 6, ILL.  
PHONE—CENTRAL 6-9353

### EDITORIAL OFFICE

10 HIGH ST., BOSTON 10, MASS.  
PHONE—LIBERTY 2-4652

### OFFICERS

President: Elmer J. Rumpf; Vice Presidents: C. E. Belding, F. G. Moynahan, W. A. Rossi; Secretary, L. C. Bedford.

### BRANCH OFFICES

BOSTON 10, MASS.—Frederick G. Moynahan, George G. Dunning, 10 High St., Liberty 2-4652 • NEW YORK 7, N. Y.—Cardwell E. Belding, 20 Vesey St., Barclay 7-8783 • WASHINGTON, D. C.—Joseph B. Huttlinger, Room 894, National Press Bldg., District 7362 • PHILADELPHIA 31, PA.—Cardwell E. Belding, 5201 Berks St., Greenwood 7-6785 • CINCINNATI 2, OHIO—Robert O. Barddon, 529 Sycamore St., Main 6662 • ST. LOUIS 7, MO.—William Creahan, 3965 W. Pine St., Central 6913 • GREAT BRITAIN, AND EUROPE—J. B. Tratsart Ltd., 5 London St., London, W. 2, Paddington 5946 • SWEDEN & NORWAY—Nils Haraldson, Drottninggatan, 2, Orebro, Sweden, Orebro 13027.



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May 24, 1952

LEATHER and SHOES

**NO  
CREEPY  
BOTTOMS..**  
with



**Sole-tite**  
SHOE  
FILLER

**Sole-tite  
Bottoms  
Stay Smooth**

**QUALITY  
IS THE  
ANSWER**

**Over 15 years  
without a  
complaint  
of creep**

**THOMPSON**  
SHOE PRODUCTS

INCORPORATED

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BROCKTON 26, MASS.

# SOMEBODY'S GETTING AWAY WITH MURDER

## Women's shoe fashions "pumped" to death while industry sleeps

ONE of the real ironies of women's shoe business today is the loud and constant cry among shoe retailers, "Give us something new!"

Yet, when America's shoe manufacturers and designers open the flow of their creative talents and each season flood the fashion scene with tens of thousands of genuinely fresh style ideas, the retailers turn right around and, contradicting their own pleadings, fill their shelves with another load of the same old pumps.

Today, the overwhelming dominance of the pump is strangling women's shoe fashions—and at the same time taking a big bite out of prospective shoe sales. This is all fact, no fiction. In the May 10 issue of *LEATHER AND SHOES* appeared an article, "Women's Shoe Fashions—Pumped to Death." It was based on a statistical survey of the seven leading women's fashion magazines: *Vogue*, *Harper's Bazaar*, *Charm*, *Mademoiselle*, *Glamour*, *Seventeen*, and a special fashion supplement of the *New York Times*.

The shocking findings: photos of models in the advertising pages showed 82 percent wearing the absolutely plain opera pump, and seven percent wearing trimmed pumps—a total of 89 percent. In the editorial pages of these same so-called fashion magazines, 48 percent of the illustrated shoes were opera pumps, and 38 percent trimmed pumps—a total pump count of 86 percent.

This situation is nothing short of disgraceful. For any two models pictured in any fashion magazine wearing the same hat would be considered catastrophic. But it's perfectly all right for scores of illustrated models in the same magazine to be wearing identical shoes—the hackneyed, timeless pump.

The situation becomes the more ironical when we realize that every year the shoe industry creates and introduces about 150,000 new women's shoe fashions. Yet, out of this enormous pool of creative talent, pumps are the overwhelming selection. The pump, which started out in a fashion groove, has dug itself into

### Land S Editorial

Reprints available at nominal costs:  
Up to 100, 10¢ each; 200-500, 5¢ each;  
1000-3000, 2½¢ each; 5000 or over,  
1½¢ each.

a rut which is fast deepening to become a grave.

Now, what's sick about this whole picture? First, the so-called fashion magazines are obviously guilty of gross negligence from the ankles down. Without question, shoes are the most important women's accessory—yet, ironically, the most fashion-fizzled. It is our frank opinion that these fashion magazines are confused when it comes to footwear, but are reluctant to admit it. They turn to the pump—the plain, eternal opera pump or the trimmed pump—because it's a go-with-everything shoe. This is the safe, easy way out of a style dilemma. If you don't know what to put on their feet, the pump is always a safe bet. If the fashion magazines want to argue with this, let them look at the statistical count of pumps in their own publications. It might surprise even them.

The fashion magazines propagate the fact that they greatly influence women's style trends. Evidently they do. But it's time they realized there are good and bad influences—and from the ankles down their influence is anything but good or an honest presentation of the facts.

But the shoe industry itself—manufacturers and retailers alike—is likewise at fault. Many retailers adopt the same attitude as the fashion magazines—that the pump is a safe and staple shoe, so pumps get all the play. The manufacturers feel similarly about the "safeness" of the pump, especially in a business so risky as women's shoe business. Thus, while the fashion magazines have steadily dug this shoe fashion rut, shoe men have complacently nestled down into it. Nobody wants to upset the status quo. And maybe that's one thing wrong with shoe business. The old-fashioned elements of enterprise and risk and imagination have

petered out. It's like socialism in a way. There's a lot of appeal to "security," even if it means giving up the opportunity to do things on our own and stand a chance of cashing in on it.

The shoe industry has taken this whole sorry situation lying down. While many shoe men bewail that we're in a pump rut, and plead for "something new" to get us out of the rut, they make no effort to influence the fashion magazines which in turn influence fashion ideas among American women.

Why must 82 percent of the models in fashion magazine ads be shown wearing the plain, innocuous opera pump? Why must 48 percent of the models in the editorial pages of these magazines (and here these magazines have a direct influence on what will or won't be shown) be wearing the antiquated opera pump? It is inevitable that fashion-minded American women, constantly seeing the opera pump on so many models, will believe that the shoe industry has little creative talent, and also that the pump is the shoe to wear anytime, with anything.

Saleswise, this pump phobia is doing the industry no good. The go-with-everything pump is no longer a fashion item but a utility item, an all-purpose shoe. One of the things that has bogged down men's shoe business has been just that—the all-purpose shoe worn four seasons of the year. Nobody thought this would ever happen to women's shoes—but evidently it is, thanks to the negligence of duty by the fashion magazines and the apathy of the shoe industry.

The most significant element of fashion is change. When fashion becomes static it is no longer fashion but utilitarian. The women's branch of the industry has always been the most fashion-conscious. But the pump is sapping the vitality from this consciousness, and at the same time draining sales from shoe business. While shoe fashions are being pumped to death, somebody is getting away with murder.





**N**avigators depend on the lighthouse to warn them of dangerous waters and guide them safely on their way. Oils of Character by Reilly-Whiteman-Walton Company "stand out like a lighthouse" in their respective fields. If you are not now using one or more Oils of Character in your tanning operations, we suggest that you try them. They can "show you the way" to better results and more economical operations.

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Cold Test Neatsfoot Oils, All Grades Split Oils — Fat Liquors — Tannery Specialties.

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**REILLY • WHITEMAN • WALTON** *Company*

**CONSHOHOCKEN, PA.**

# Stylescope

## SHOE FASHION NEWS AND TRENDS

**Pumps in the lead again.** First-place dress shoe winner at Popular Price Shoe Show of America in New York is pump, both plain and trimmed. Although plain pump orders accounted for greatest volume-selling with many manufacturers, more stress being put on trimmed pumps than in previous several seasons. Some buyers saying can't sell plain pumps any more. Are replenishing stocks with trimmed pumps.

**Closed toes and backs most important in pump picture.** Some open toes. Mudguards, single and tiered, in new streamlined, tapered effects very strong. These add to attractiveness of shoes because of perfect adaptability to two-color, two-texture combinations. Many peaked throatlines, otherwise toplines smooth, simple. Spat effects also being used, with tips. All these features give simple pump silhouette "dressed up" appearance.

**In keeping with trend, ornamentation has become especially important.** Here, imagination has run riot. Beautiful embroidery effects, rows of stitching, nailheads, appliques, overlays, underlays, beads, metallic thread designs, rhinestones, painted flower designs, flocking, bows, etc.—all being used in attempt to give shoe fashion picture a "new look."

**Banded types held good for early Fall selling.** Part of Italian influence which is still strong. Shoes softer, more glove-like in fit, especially on lower heels. This talked about at great length in style show of PPSSA. Actual orders and sample shoes at Show not stressing this trend, but "fashion experts" unanimous in its importance.

**Two-texture ideas stand out.** Logical outcome of dominant texture interest in ready-to-wear. Mesh being used in combination with kid suede or velvet for early Fall selling. Flannels very strong in combination with smooths or patent. Faille and patent piping and trim also good. Other combinations feature smooths with suedes, fabrics with leathers, reptiles with fabrics.

**Best heel height felt to be around 17-18/8.** Second in importance is 23/8, while some stressing 16/8. These heels slender, shaped, some novelties such as French heels in lower heights. Platforms not being used anywhere except in moderate-height heels.

**Black is outstanding color.** Most prevalent in suedes. Some black shoes being trimmed with color. Brown and red dominate in reptiles which are predicted to have unusually good season. In flannels, heather brown and gull grey with contrasting leather trim. Promotional colors cited were ruby red, as most important of new jewel tones, the newer shades of brown family and green. A new sporty rust expected to be good in reptiles.

**Brevitt-types received enthusiastic buyer response in casual field.** Hooded heels on these rapidly gaining in acceptance. Two-colors stand out, combinations smart with good consumer-appeal. Standard or basic Fall shades heightened with various shadings of greens and browns. Benedictine seen to be especially good in all casuals.

**Many interesting and new heel treatments on casuals.** Among these are stacked leather heel, coming back into favor, new keg heel, spool heel and Dutch boy heel. On 14/8 height baby Louis heels felt to have great potential. Also being used is a paneled back heel with squared toe in two-tones and two-textures.

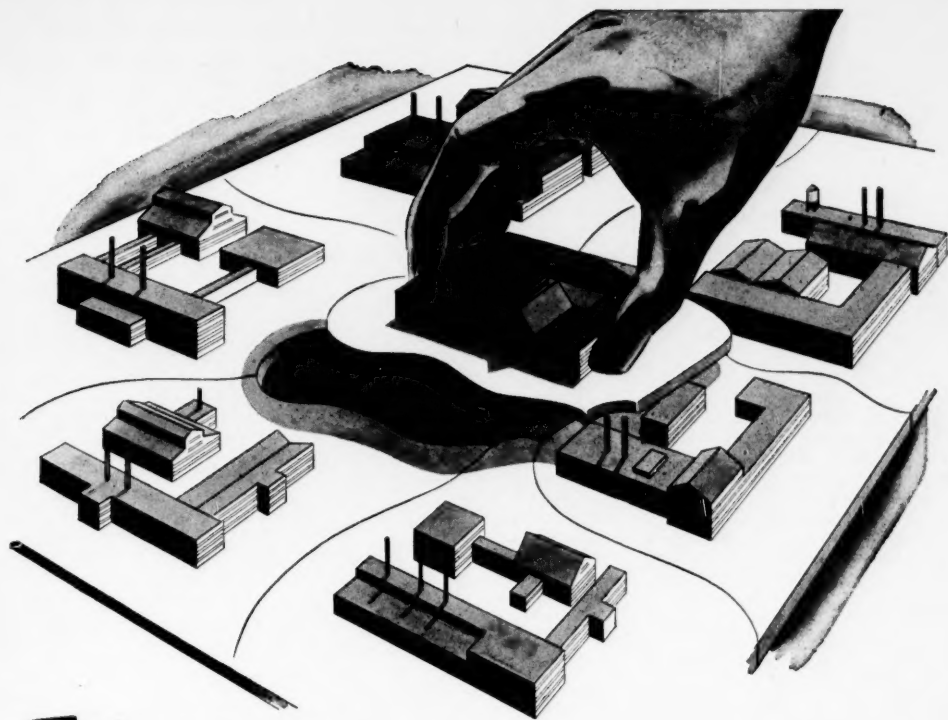
**Crepe-type and foam rubber soles everywhere.** At last season's show there was a noticeable gain in this type of soling for flats, casuals, children's and men's. Now these soles being used even more extensively. Practically all manufacturers making shoes adaptable to crepe-type soles using them. Report strong demand and acceptance.

**Variety of bal patterns in men's dress shoe field.** Reports are that bal in cordovan with heavy sole and brogue tip doing very well. Also, straight tip bals for smoother looking shoes, some in slipon patterns with side gores. U-wing bals also cited as good sellers.

**Slipons continue on upward road.** Mostly stressed in casual field, although many consider them good for business and dress wear. Styling detail establishes type of use. Tassel models still considered good in casual field, mostly on moccasin type patterns. Two-eyelot ties good, as are bellows tongue constructions. Tobacco pouch design another outstanding style in casual field.

**News in crepe soles is that color matches upper.** Here, red and brown soles and heels found to be exceptionally attractive when used with matching leather. Smooth leathers lead, with fine Scotch grains coming in a close second. Smooths being finished with bright shine and deep-toned. Browns, with deep honey tones, stand out. Reddish browns and smokey browns seen to have good promotional possibilities.

*Rosalie Mary Canian*



## What has 4000 plastic raincoats a day to do with Box Toes?

Only this—that in electronic plastics fusion as well as compression and injection plastics molding, the necessary and constant research needed to stay abreast of competition in this field may well lead to the next important shoe foundation development. In conceding that synthetic resins offer unlimited advantages over natural resins and waxes from standpoints of both inherent physio-chemical uniformity as well as stability and permanence within footwear, it becomes imperative to us to continuously study the adaptability of plastics to box toe constructions. How better to do

this than to operate a plastics division complete with every research facility? B Compound, our sensational new thermo-adhesive, is the direct result of living closely with new polymers and co-polymers. Integration of plastics with box toe "know how" has already resulted in five new stainless and self-adhering thermoplastic box toe materials. Ask any Beckwith salesman or agent about the box toes termed by us as:

3DNC

DCL-50

NC

2GF

4GF

# Beckwith

**BOX  
TOES**

... in addition to the production of over 70 types and weights of conformable soft, flexible and rigid box toe materials in thermoplastics, pyroxylin, and rubber-filled felts and flannels, "Beckwith" means molded steel safety box toes; industrial felt making; plastics fabrication and products for the ethical medical profession.

*... you buy more when you buy Beckwith*

# CONFERENCE IMMENSELY SUCCESSFUL

*"Best meeting yet," is enthusiastic response of attending 800*

**T**HE fourth Factory Management Conference, held in Cincinnati May 11-13, topped all previous conferences in every respect—in attendance, productiveness of the technical sessions, social activities, and business done by the exhibitors. For many participants, exhibitors and factory management executives alike, the Conference is admittedly becoming "the show of the year."

A record attendance of over 500 factory executive delegates, plus more than 200 exhibitors' representatives, gave the three-day meeting an unprecedented impact of business activity. Exhibitors, both old and new, expressed amazement at the interest shown in their wares, and by the "different" type of industry personnel visiting the Conference.

"We've never seen anything like it," stated one exhibitor. "These men come here with one intensified objective: to see and learn all they can, and every other activity is excluded to that one objective. It isn't anything like the regular shoe shows, where interest in our type of products is often only casual at best. These factory executives—superintendents up to boss man himself—are avid in their desire to gather in every bit of information they can."

The leaders and co-leaders of the technical sessions on shoemaking, divided into special sections for men's, women's and children's shoes, expressed similar comments. "We doubt," said one, "if any student body of any college or school has ever shown an eagerness to grasp information and participate in the exchange of knowledge, as was shown by the hundreds of experienced shoe factory executives who attended the technical sessions of the Conference."

Scores of topics were brought up for discussion during the technical sessions, with all delegates invited to participation. Dozens of important factory problems were discussed, and

in almost every instance some participant came up with the answer and solution. This was obvious by the busy note-taking of the delegates.

"If what I've picked up in fresh practical information at this Conference doesn't save our company at least ten thousand dollars over the next year," said one exuberant delegate from Pennsylvania, "I'm going to be very surprised." There were numerous comments along this line, denoting that the technical sessions were extremely fruitful.

Cyrus Ching, Director of the government's Federal Mediation and Conciliation Service, was scheduled to be the main speaker at the Monday evening dinner, but had to cancel his engagement at the last moment because of pressing official business in Washington. His place was taken by a professional humorist who entertained the crowd of over 500 (dozens of late-comers were unable to be accommodated, as every inch of space was occupied).

## Outstanding New Products

Approximately 62 exhibitors, occupying some 83 booths, introduced a large number of new products, shown to the industry for the first time at the Conference. In this respect alone the Conference is becoming a highly significant industry meeting, as more and more allied trade firms are regarding this meeting as the most auspicious "launching" time for their new products. The new items consisted of everything from heavy shoe-working machinery to insoles.

One exhibitor remarked, "It looks as though from here on no supplying firm will be able to attend a Conference with full confidence unless he has one or more new things to show. These factory men now expect to see all of us with a new item."

The response of delegates to this comment was interesting, as cited by one individual, "This is getting

mighty healthy — this competitive spirit. It means that technical progress in this industry is going to be stepped up plenty, and it's just what we want and need. We come here to investigate, and most of us equipped to recommend or buy outright. Whatever these exhibitors have to show that's new, and that appeals to us, stands good chance of getting business."

Exhibitors were every bit conscious of this. And buying response was genuinely terrific. For example, Herman Schwabe, Inc., sold four last-pulling and two clicking machines during the first two hours of the Conference. Boston Machine Works Co. reported sales of several machines within the first few hours. Though sales in most instances were not as dramatic as these, every exhibitor reported bustling and gratifying activity (see Page 12 for special report on this).

A surprising showing of foreign-made shoe machinery and equipment was on hand—more, perhaps, than at any other show in the industry's history. Representative machines from Canada, France, Germany and other countries made a strong impression on the delegates. Domestic machinery firms expressed some concern about the possibility of a "trend." Said one, "The new foreign machinery is fine. But will it mean eventually also an increase in foreign-made shoes into the U. S.?" Most delegates questioned on this didn't think so.

The Conference opened officially on Sunday, May 11, and the day was given over to visiting the exhibits. Exhibitors were actually startled by the response, the degree of which was unanticipated. A large share of the exhibitors, before the conclusion of the Conference, signed up for space for next year. Space even at this Conference was at a premium, will be even more so next year, due to

(Concluded on Page 36)

# THE BOOK OF THE YEAR

*Just off the press*



**The 31st Edition of**

**LEATHER and SHOES**

**BLUE BOOK**

**UNABRIDGED**

**PART 1.** General index of listings; index to advertisements. ★

**PART 2.** The SHOE SECTION—contains listings of shoe manufacturers with information on each firm; branch offices; the SHOE BUYERS' INDEX, listing of manufacturers by KINDS of shoes made; Chain Stores, Department Stores, Mail Order Houses and Wholesalers. ★

**PART 3.** All firms who sell supplies, material and equipment used in SHOE-MAKING—arranged by PRODUCT. ★

**PART 4.** The LEATHER SECTION—Tanners listed with detailed information on each firm; branch offices; LEATHER BUYERS' INDEX—a list of Tanners by KINDS of leather tanned; Bottom Stock, Leather Wholesalers, Leather and Findings Dealers. ★

**PART 5.** All firms who sell supplies, material, equipment and machinery used in TANNING—arranged by PRODUCT. ★

**PART 6.** The LEATHER GOODS Section, 24 different listings of manufacturers of all types of leather goods. ★

**PART 7.** HIDES and SKINS Section—includes brokers, dealers, importers, exporters and packers. ★

**PART 8.** Many pages of STATISTICS, Trade Associations, other helpful data. ★

*You'll find in the Blue Book*  
**INFORMATION YOU NEED EVERY DAY!**

OVER  
780  
PAGES

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**LEATHER and SHOES**

**THE INTERNATIONAL SHOE AND LEATHER WEEKLY**

**300 W. ADAMS STREET**

**CHICAGO 6, ILLINOIS**



## NEW PRODUCTS FOR THE SHOE INDUSTRY

*Factory Management Conference in Cincinnati reveals amazing number of new machines, equipment and products to shoe factory management executives.*

One of the most significant factors of the Factory Management Conference is the increasing number of new machines, products and equipment introduced for the first time to the industry. The Conference, in this respect, is rapidly becoming a "launching ground" for many new commercial features of interest to the industry. Following is a brief description of many of these new items shown at the Conference and to the industry for the first time:

### New Last

Called the "Doall Hinge," it is a greatly improved hinge last construction with a simplified opening method



Top: Closed Hinge. Center: Open Hinge. Bottom: Note clean topline on counter of shoe on right taken off new last as compared with shoe on left taken off ordinary last.

for lasts and is adaptable to any type of shoe construction. It allows the last to be "broken" or loosened instantly and easily so that the shoe may be immediately slipped off the last without any break of the seams, and at the same time retaining perfectly the original shape of the contour around the counter. An outstanding feature is the simplified jack on which the process works. The jack is so simple in construction that it will likely sell for \$2 or even less. By Vulcan Corp., Cincinnati.

### Heel Seat Pre-Fitter

A recently introduced machine that is now producing 125 cases a day in actual factory operation. It is fast, requires little skill for operation, and eliminates two operations—cutting on and joining. The operation is all done before sole-laying so that the result is a tight heel breast. By Compo Shoe Machinery Corp., Boston.

### White Waxed Bobbin

A genuine white waxed bobbin, prewound. It is probably the first true white waxed bobbin ever made commercially. It is used chiefly for white moccasins where a genuine white stitch is required. Previously there was a yellowish tint of the thread due to the wax color. By American Stay Co., Malden, Mass.

### Cork-Foam Insole

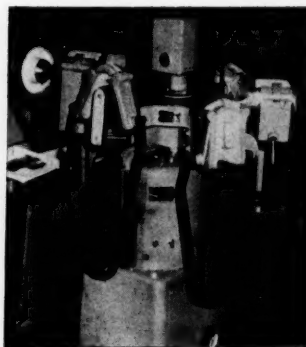
An insole with a layer of cork, then a layer of "airfoam" rubber, backed with Onco for firmness and lasting. This insole is used for any type of cement tacker staple lasting. The cork layer is 1/16 inches thick, the airfoam is 1/32nd, and the backing is 1/32nd, for a total thickness of about 1/8 inches. By Sewall & Son, Inc., Auburn, Me.

### Two Machines

Power Upper Shaping Machine, Model C, holds thermoplastic counters on conventional and slip-lasted closed backs. Forms toplines of all types of oxfords. Used as a top band presser on high shoes. Provides uniform pressure. Is a wholly new engineered design. Can apply pressure at the topline, backseam and eyelet roll simultaneously.

Electronic Time Control for controlling the dwell cycle on embossing work. It automatically controls the dwell to insure uniform embossing and automatically releases the dwell at the end of the preset cycle. The range is from 0 to 15 seconds. Can be installed on any Freeman Model N machines or Model LN machines.

Both machines cited here by Louis G. Freeman Co., Cincinnati.



### Stay-Tied Lace

A new rayon shoe lace which stays firmly tied because of a special spiral braid design. It is tubular in shape, comes in a standard run of colors, but may be made in any special color designated. By Thomas Taylor and Sons, Hudson, Mass.

### Shoe Last Repairing

A new synthetic resinous compound that does an excellent job of repairing the tack holes and other damages in worn lasts, to make the last look like new and give extraordinary long life to the repaired last. The rubber-plastic material used for repairing lasts is claimed to be superior to any other such material or method used. Its advantages: lower



overhead resulting from fewer lasts out of service; fewer shoes rejected from failure of tacking plugs to hold securely; superior tack-holding material; a plug or dowel of uniform material and size. In the repair

process, holes are drilled in the old lasts, and the new rubber plugs driven into the drilled sections. The plugs are then ground down to a smooth finish before waxing. By D. R. D. Shoe Last Repair Material, Pawling Rubber Corp., Pawling, N. Y.

### Midsole

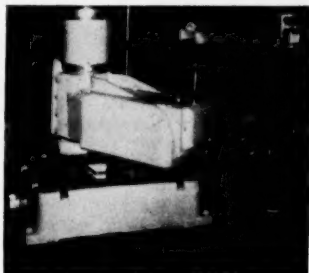
Called "Natuero," a new type of midsole material made of leather waste by a special process. It is extremely flexible, breathes as leather because it is leather, stitches exceedingly well because it is a fibrous material. It contracts or expands identically with the leather outsole so that there is uniformity and conformity at all times. It is priced at approximately 10 cents a square foot—or about 40 percent below ordinary or higher grade midsole materials. By George O. Jenkins Co., Bridgewater, Mass.

### New Machines

The first "miniature" clicking machine—used for small work such as appliques, back straps, strap linings, etc. Frees the use of a large machine. Can be set up on a bench in the stitching room. Uses lower cost dies. Little skill is required for operation. It is run by compressed air

—no electricity or motors or belts and pulleys.

An outsole stitcher of French make—the first of a line of foreign shoe machines being introduced here by this American manufacturer for use



by welt shoe producers. These machines will be sold outright. International Shoe Machinery Corp. will stock the parts and service the machines. ISMC will also distribute a welt stitcher (either French or German), a heel laster and nailer, and a pullover machine, along with other lesser important machines to round out its line and expansion program. By International Shoe Machinery Corp., Cambridge, Mass.

USE THE BEST FOR BEST RESULTS...

**HAB-U-CO**  
**'TUF-GRIP'**

New line of

**SOLVENT TYPE  
CEMENTS**

for MACHINE OR  
BRUSH APPLICATION

**SEND FOR SAMPLES**

**PERMANENT BONDING QUALITY...  
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'TUF-GRIP' bonds stronger than material and is right for Sole attaching...for Sole laying...for cushion Sole attaching...for wrapper lasting...for heel breast cementing on cellulose or lacquered covered heels...'TUF-GRIP' is fast drying and is light in color. Saves you time and reduces rejects. Thoroughly dependable.

by  
**HADLEY'S**  
*Means TOP Quality*

**HADLEY BROS.-UHL CO.**

**314 CALVARY AVE., ST. LOUIS 15, MO.**

### Top Lift Attaching

A hydraulic Top Lift Attaching Machine with several new features, most important of which are (1) putting the top lifts on wedge heels while the shoe is on the last; (2) pre-finishing the heel and sole for flat heel shoes. By W. J. Young Machinery Co., Lynn, Mass.

### Three New Machines

These include two experimental models—an automatic-type machine for forepart lasting, and an automatic stitchdown welt cut-off attachment for the new USMC Goodyear Outsole Stitching Machine, Model A. And a new high-speed pre-buffing machine.

The Forepart Cement Lasting Machine, Model A, lasts both sides of the forepart of women's and growing girls' shoes at the same time. Operating in the area between the rear pulling-over tack to about one-half inch behind the ball, the machine is equipped with an automatic pincer mechanism which distributes and

cycle, since placing the shoe in operating position starts the operation.

Also new is the automatic stitchdown welt cut-off attachment for the Goodyear Outsole Stitching Machine, developed to secure smoother operation and better performance with less effort. New features are a 50 percent greater bobbin capacity, tighter and more accurate stitch formation, clamp feed, reduced vibration, less operator fatigue, cleaner and more uniform cuts on fudge stitching or grooved soles, and dry running of crepe or rubber soles for cleaner work. Needle and awl breakage may be reduced by as much as 50 percent, and Goodyear welt production increased as much as 10 percent because of higher machine speed and less bobbin replacement. The new cut-off development for stitchdown shoes automatically cuts, levels and joins the welt, increasing production on this operation as much as 30 percent.

The USMC Buff Machine, Model A, is a high-speed pre-buffing machine for use on either flat or reduced leather or composition soles, counters, toplifts and similar work. The special air cushion blanket with which this machine is equipped gives increases as high as 100 percent in abrasive mileage, depending upon the grit used. Other features: a rapidly oscillating roll which insures uniform high quality buffing; improved dust collection; production increase as much as 25 percent compared to similar machines; means provided to handle soles of varying thicknesses; optional takeoff fittings for either leather or rubber soles. All three machines by United Shoe Machinery Corp., Boston.

### Band Knife Splitter

A machine with several new features: (1) infinitely variable speed on the feed roll drive; (2) speed of feeds range from 15 feet per minute to 60 feet. Any speed throughout this range may be secured to suit the requirements of the work merely by turning a handwheel—all of which is a great aid to production. By The Randall Co., Cincinnati.

### Clicking Machine

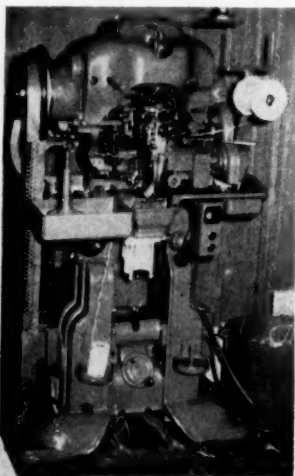
A new Clicking Machine with the following features: a heavy construction which makes it almost shock-free and gives perfect balance; the extra heavy stroke reduces cutting expenses; a newly designed swinging beam, plus new beam height adjustment and lock to insure easier locking and unlocking; easily adjustable V-belts for proper tension via a hand

knob; easily dismantled flywheel and removable safety guard; it is almost noiseless, and maintenance cost is negligible. By Bata Engineering, Batawa, Ontario, Canada.

### Sole Attaching Press

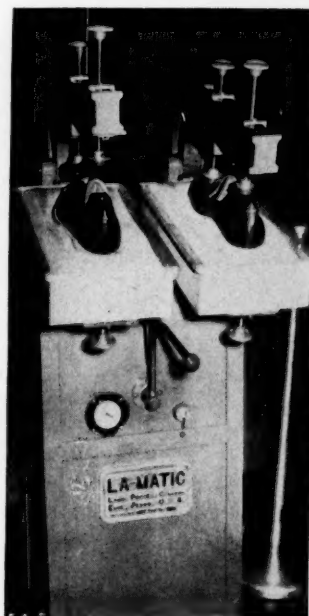
For either sole laying or cement sole attaching, it is a heavier and enlarged machine which makes it possible to press the largest shoes.

Also shown was a Sole Rougher which roughs prior to applying cement for cement sole-attaching. Regardless of the varying thickness in



holds the pre-cemented upper stock under tension. The heated wipers then automatically last the upper over the feather line and press it down in the insole. Before returning to their starting position, the wipers iron the last bottom. The machine produces tight, high quality lasting with well-defined feather lines.

The cement forepart lasting machine is extremely rapid with a minimum machine cycle of less than three seconds. The lasted-over margin can be held under pressure for a longer period if desired. The machine is almost completely automatic, requires no treading to start the



the length of the sole and heel, no adjustment is required to rough the whole area. This machine has a built-in sharpening stone. This is a much improved model over the original.

Both machines by Lumac Process Co., Erie, Pa.

### New Last Finish

Called "Slide-O-Glaze" finish, this new surface finish is designed specifically for use on lasts, is resistant to moisture and to the many types of solvents and cleaners which lasts encounter in shoemaking. The basic or raw materials for this compound only recently became available. The materials, specially cured, created a new plastic finish that is tough and durable. By United Last Co., Boston.

(Continued on Page 36)

## Leather Promotion Keynotes

# CLEVELAND HIDE MEETING

### *Impressive list of speakers creates good variety program*

**F**ULL support, financially and otherwise, of the new leather promotion program recently launched by the Leather Industries of America keynoteed major addresses given at the National Hide Association's Eighth Annual Meeting, held May 19-20 at the Hotel Cleveland, Cleveland, O.

Fred H. Becker, president of the Ohio Leather Co., Girard, O., urged members of the NHA to take decisive action immediately by participating in the Leather Industries' program. "The challenge to the leather industry that is being made by substitutes is one that should demand the interest, consideration, and concern of all those connected in any way with the industry," he declared.

Don Kibler, president of the Association, told members they could help the promotion program in two ways: 1. Financial support of the program's advertising campaign. 2. Individual purchases of leather products.

"If you can't boost your own industry by buying articles made from leather," Kibler said, "how can you expect your neighbors to do so? Go out and buy furniture upholstered in leather, have your next car upholstered in leather, make your wife buy all-leather shoes . . . or else. I don't know 'or else what,' but, for once, show her who should be boss in your house."

"Let's get on the ball and buy leather products ourselves and sell the idea of buying leather products to our neighbors. When others see the beauty of leathers you display on your person, or in your car, or in your home, it immediately creates a desire for them."

"Let's buy leather, sell leather and live leather."

Kibler pointed out that where the industry outlook had been dark until a few weeks ago, it was now much improved. "This does not mean that if raw material prices, and likewise leather prices, get too high that the skies can't get black again and stay black a lot longer," he cautioned.

The NHA head extolled the efforts of executive secretary John K. Min-

noch in "persuading" the Government to suspend supply and price controls on hides and skins. "Had it not been for the constant pressure placed upon our Washington friends by the Association, we would today be operating under the old rules and regulations," he said. "They just don't give up any power down there unless forced to. You have to scream your head off or they don't hear you."

Kibler said that through Minnoch's efforts the NHA has become known throughout the U. S. as the group which started extricating industry from OPS controls.

#### Seek Improved Quality

He urged NHA members to cooperate with packers in trying to improve the quality of hides and skins through better take-off methods, care of the hide, proper salting, etc. "There are a certain number of packers that will not buy grubby or branded cattle as long as they can buy cattle that are free of grubs and brands. If more packers would do this, the grubby cattle and branded cattle would be the last to be sold and this would encourage the spraying of cattle and elimination of the brands."

"By doing your job well, you are helping to decrease the cost of the manufacture of leather. This, in turn, is helping to combat the use of substitute materials in the end product of the industry of which you are a part."

Becker pointed out the progress made by the tanning industry over the past half century through research, technological improvements and the creation of new machinery. "The results that are being obtained today through the manufacture of almost any article of leather are convincing proof of the progress made."

"The present era is one of specialized fields, and leather is not just leather but must fit a particular purpose . . . so we in the tanning business have adapted ourselves to these changing conditions and have tried

to meet the demands of constantly changing styles, merchandising methods, promotions . . . current in the shoe industry today."

"It goes without saying that the character and quality of leather demanded today requires not only the best that we can produce, but it places upon the hide and skin men a responsibility for securing the best raw material possible. It is . . . necessary that the utmost care be taken by the slaughterer in eliminating cuts or other manual imperfections and that the conditioning of the raw material during cure be handled in the best possible manner."

"The old saying that you cannot make a silk purse out of a sow's ear still prevails, and the raw material that we employ is indeed the major portion of the finished leather result."

Becker said the industry had experienced its worst debacle during the last six months of 1951. Despite present unsettled conditions, he felt "major adjustments" have already taken place and "the worst is behind us."

Dr. J. DeWitt Fox, editor of *Life and Health Magazine*, called for the use of shoes with both leather soles and uppers while urging a "walk-to-work crusade."

Speaking before NHA members at the annual banquet held Monday night, May 19, Fox said, "To avoid excessive perspiration of your feet, choose a leather shoe. Its porous nature allows for evaporation and helps to keep your feet dry summer and winter."

In his remarks on walking, Dr. Fox said, "Here's a golden opportunity to start a crusade that should not only improve your wife's health but encourage her to wear more shoes and, in turn, help you sell more leather. For the woman or man who walks wears out more shoes but gains better health in the bargain."

"So flex your feet and stretch your soul. Let's start a walk-to-work crusade in America and improve the nation's health."

# CONFERENCE EXHIBITORS' STATEMENTS

**Gist of the reaction: "A terrific show." Here's a firsthand report**

**P**ERHAPS at no other time in shoe industry history has there been such an enthusiastic and unanimous response of exhibiting supply and machinery firms to an industry convention as occurred at the recent Factory Management Conference, Cincinnati. Buying activity in many instances was phenomenal, and in practically every case was excellent. It presented suppliers with perhaps the first opportunity to ever see so many shoe factory executives—superintendents up to presidents—under one roof at one time. These executives, most equipped with the authority to make or recommend purchases, provided exhibiting firms with unprecedented opportunity to realize actual sales in substantial amounts, but also to visit key men with direct buying power in factories throughout the country.

However, there is perhaps no more graphic and convincing way to demonstrate the activity at the Conference than the first-hand statements of the exhibitors themselves. Following is a list of such statements, as reported to *Leather And Shoes*:

"The greatest show we've ever experienced in our lives. Incomparable from a standpoint of action and interest from the very people we most want to talk with." William Mott, sales manager, shoe division, Dewey & Almy Chemical Co.

"We are highly pleased. The men came here with serious intent to learn all they could about new things. The response was splendid from our viewpoint." W. A. Ketcham, general sales manager, manufacturing trade department, Singer Sewing Machine Co.

"A tremendously enthusiastic reception. Nowhere, at no time, did we ever see so many shoe factory executives under one roof. We are delighted with the show." Robert Schluter, vice-president, Vulcan Corp.

"Excellent from every angle. We are exceptionally well pleased with the response, and we certainly won't

miss a future Conference if this one was an example of what we can expect." Paul Zellweger, manager, Pfaff Industrial Sewing Machine Co.

"A truly phenomenal show. We've never seen anything like it. This one has enormous possibilities for all concerned." V. E. Santilli, branch manager, St. Louis, International Shoe Machinery Corp.

"We've never seen a single group of people so intensely interested in products and equipment—a more technically intelligent group. As to buying response—we've sold more goods right off the floor than ever before in our long association with the shoe industry." R. H. Illingworth, general manager, Boston Machine Works Co.

"Simply sensational. Why, many of our visitors were taking notes right at the booth—every minute detail. We've never seen that before. This show is really going places, and we wouldn't think of missing one." Robert Duclos, general manager, Louis G. Freeman Co.

"We've accomplished here more than we probably could at a dozen other places simultaneously. We made a great many contacts, and all in all it has been a happy show for us." W. M. Malcolm, D.R.D. Shoe Last Material division, Pawling Rubber Corp.

"A tremendous amount of traffic—and all of it by real shoemakers. We were operating up until ten o'clock at night, and still busy, which signifies the intensity of interest at this meeting." Arthur D. Anderson, Jr., manager of the advertising and publicity department, United Shoe Machinery Corp.

"I've never seen anything to compare with it in this industry. A really great action show." T. A. Hutchinson, engineer, W. J. Young Machinery Co.

(Concluded on Page 36)

**Top:** Interesting shot of the exhibit of the Leather Industries of America, Inc., the first large-scale exhibit presented in the interests of the tanning industry's leather promotion program, and shown here to the 500 visiting shoe factory executives at the Factory Management Conference held in Cincinnati, May 11-13. The exhibits consist of a "scientific demonstration" highlighted several specific tests to show the superiority of leather in a variety of aspects.

**Center Left:** Leather Flex Test. The machine folds or flexes leather in the creases, such as occurs across the vamp in walking. The placard states that only leather survives the millions of flexings without cracking. During the three days of the show the leather samples were flexed 120,000 times without change in the character of the leather.

**Center Right:** Thread Test. Designed to show that leather has the highest resistance to stitch tearing of any shoe material. At 20 pounds pressure the machine had 70,000 cycles or "pulls" on the leather during the three days, without damage to the leather.

**Bottom Left:** Leather Finish Test. Despite 120,000 abrasions against the finish of this leather during the show's three days, there was no color transfer, wear or fading of the finish.

**Bottom Right:** Puncture Test. Showing that sole leather resists punctures to 300 pounds pressure minimum, and in some cases up to 500, as compared with a puncture-resistance of 25-50 pounds for non-leather soling materials. Even upper leather shows a puncture resistance of 60 to 200 pounds.



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SYNTHETIC DETERGENTS • SYNTHETIC ESTERS

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**Parker House Shoe Show, sponsored this week by Boston Shoe Travelers Association, helped clarify fall sales picture.** Reports from Popular Price Show in New York previous week were wide and varied, tended to confuse as much as inform. Boston regional showing easier to define.

**The fall picture is this:** although chains and large independents have launched their buying on a fairly substantial basis, majority of retailers are still operating cautiously. This applies particularly to dress shoes for fall. The staple lines are coming in for share of business and loafers and other casual types are doing well, but new fall styles are still being approached gingerly. Several large men's and women's manufacturers agreed on this at Parker House Showing.

**More significant, the feeling is one of optimism.** Men's, women's and children's makers alike expect good fall run. Briefly, prices are down five to 10%, quality is better, styling and colors are tops, retailer inventories are on the low side, and manufacturers are convinced they will do better than year ago.

**Men's manufacturers (medium price lines) much happier than month or so ago.** Most report fall buying just starting but the interest is there. Dress lines coming in for share of attention. Slip-on casuals big. Some good orders already but real business expected to start within three to four weeks. This is still a little too early, they say.

**Women's lines still waiting for bulk of business.** Not as much done at Popular Price Show as first reported. Here the picture is spotty. A few did big business at PPSSA. Others did moderate amount. Majority just started to write orders, must now go out on road and get the business. But PPSSA and regional shows served purpose. They proved retailers are open to buy, indicated which styles most wanted, what should be big for fall (see L&S Shoescope).

**St. Louis situation better than a year ago.** This is reported in May Monthly Review of 8th District Federal Reserve Bank. Review says orders for shoes in St. Louis area to date substantially higher than year ago. Heartening comment: "Larger civilian orders more than offset a drop in military orders." This is line taken by top industry officials at PPSSA press meeting last week.

**Prediction of "slightly over" 500 million pair production for year will bear watching.** Tanners' Council estimates national production in first quarter 1952 ran 6% below 1950 and less than 1951. April is normally slack production month, as are May and June. However, many industry observers anticipate early start on fall run this year. If orders materialize as expected, big run may begin before traditional July 4th period and 1952 may well be on way to 500 million mark. Next two-three months may tell story.

**Argentina's IAPI has taken another big step in drumming up trade in hides.** Early in month, IAPI dropped hide prices. Because of adequate domestic supply situation in U. S., this didn't have desired effect. Now IAPI has granted special rebates or discounts to countries not paying in dollars. Previously, discount up to 60% of list price was given to dollar accounts only.

**New system grants rebates to barter countries,** which include practically all except U. S., Great Britain and Switzerland. Rebates run around 50% of list rather than 60%, but they do make buying of Argentine hides more attractive.

**Tanners really in lather about advertising used by many synthetics manufacturers.** As indicated at recent Council Convention in Bermuda, cases of "false and misleading advertising" will be brought to attention of Federal Trade Commission. Tanners say they are tired of having leather used as quality basis in much synthetics advertising. One example is: "looks like leather, smells like leather, wears better than leather."

**Leather Industries of America promotional campaign will stress quality factor of leather,** make public aware that all other products are simply imitations. This coupled with legal action to halt "misleading" advertising is expected to have powerful effect. Promotional program will be carried to every possible media, including radio, TV and even schools. Tanners now convinced they can no longer sit back and rely upon reputation of quality leather to combat competition of synthetics. This is not one-year shot but something that will be kept up over ensuing years—a permanent program.

# HIDE MARKET CONTINUES UPSWING

## NEW ADVANCES PUSH LEATHER PRICES

### *Tanners Feel Market Will Soon Stabilize*

Further advances this week in hide and skin prices at Chicago and other rawstock markets, following the upswing of recent weeks, promoted tanners over the country to raise their lists on finished leathers.

By mid-week, after a slow start, hide trading reached active proportions again with packers asking and getting another one-half cent increase over previous lists. Heavy native steers were bringing 14½, light native cows 18-18¼c, Colorados 12c, heavy native cows 15-16c, light branded steers 17c and butts 13c.

Big packers, much encouraged over recent advances, were reported extremely bullish, claiming that seasonal improvement in quality found in current takeoff warranted the latest increases. Current hides, they pointed out, are running shorter haired, contain less grubs and have higher leather yields.

Although buyers showed little interest at new prices early in the week, Wednesday sales totaled some 60,000 hides at the one-half cent advances.

Tanners' lists were quick to reflect the latest rawstock price increases. For the most part, sole and upper leathers were being offered at 5c or more above the lows. The former were pretty well sold-up at the moment while calf, side and split tanners reported another active sales week.

Most tanners claimed they were exercising extreme caution in their hide and skin purchases. All were agreed that further price advances, made necessary by hide increases, might imperil their competitive position on the market. Buyers were already beginning to show signs of price resistance, they said.

Sole leather tanners, above all, were acutely aware of what a run-away market might do to their sales outlook. Most were doing a fairly good business and making some recovery from their long-term sales slump. A new price spiral on hides and consequently leathers might well lose them the customers they have only lately regained.

Calf tanners, up an average of five cents per foot on heavyweight leathers and three to five cents on lightweight, reported themselves well satisfied with current orders. However, latest advances in skins brought them to the point where they were beginning to worry over new price resistance.

Tanners along the line felt that rawstock would stabilize shortly, enabling them to keep their finished leather prices near present levels.

Meantime, the shoe picture remained a bit undeveloped although manufacturers continued to agree that the fall outlook was encouraging.

In Boston, the New England Shoe and Leather Association officially recommended to the Office of Price Stabilization that it suspend immediately ceiling prices on leather and shoes. The Association represents some 400 leather and shoe manufacturers in the New England area.

It pointed out that current leather prices are well below legal ceilings and average 60 percent below post-Korea levels and 15-20 percent below pre-Korean prices. Shoe manufacturing prices are also well below legal maximums, it added.



Captain Lawrence J. "Jack" Ewing, Jr., who has rejoined his father in operation of Lawrence J. Ewing, Haverhill pattern firm. Young Jack, a Marine helicopter rescue pilot, recently returned from Korea, where he completed 94 missions. A veteran of two wars, he has been awarded two Distinguished Flying Crosses and six Air Medals. Captain Ewing was guest speaker recently at a meeting of the Haverhill Rotarians and described his experiences in Korea.

## LEATHER UNION RE-ELECTS BEN GOLD

### *Paul Robeson, Potash Hailed At Convention*

International Fur and Leather Workers Union, expelled from the CIO two years ago for Communist leanings, ended its five-day annual convention in Chicago last week on a familiar note: a "tremendous outburst of homage" to a leading Communist figure. This time it was Paul Robeson, negro singer.

Delegates to the convention heard Robeson extol their efforts to answer "the challenge to American freedom" and then greeted his songs with tumultuous applause.

The 400 delegates present also rose in tribute to Irving Potash, International vice president, convicted and imprisoned under the Smith Act for conspiracy to overthrow the Government. They called for amnesty for Potash and all others imprisoned under the Smith Act.

Re-elected unanimously as president was Ben Gold, long-time union head and Communist leader, who recently stated he has left the Communist Party. Other officers named were Pietro Lucchi, secretary-treasurer; Augustus Tomlinson, president of the Leather Division, and Isador Pickman, secretary-treasurer of the Leather Division.

Officers addressed a letter to Philip Murray, CIO president, urging him to "join with UMWA president John L. Lewis' call for labor unity."

Organization gains of 10,000 new members, including workers at A. C. Lawrence Leather Co. in Peabody and A. F. Gallun tannery in Milwaukee, were cited. Some 5,000 fishermen were included in this figure.

Among resolutions adopted at the convention were:

1. A campaign for the 30-hour week.
2. Organization of leather and luggage plants and deeper expansion into the South.
3. End to fighting in Korea and disarmament of all nations.
4. A peace conference between Soviet Russia, the U. S., Great Britain, France and China.
5. Formulation of a "new party" to name a presidential candidate.

## SHOES OFFER BEST DOLLAR VALUE TODAY

### Wachenheim Cites "Miracle" Of Low Prices

"In a pair of shoes the American public is receiving the greatest dollar value to be found in any type of article on the market," states Albert Wachenheim, Jr., prominent shoe retailer and former president of the National Shoe Retailers Association. Wachenheim is urging that this theme of "the greatest dollar value on the market" play a dominant role at the forthcoming National Shoe Fair in Chicago next October. "We have a powerful story to tell the American public in regard to these shoe values," he said.

"For example, a woman will buy about 50 pairs of stockings a year at \$1.25 a pair, for a total cost of \$62.50. But she buys only 3½ pairs of shoes at about \$8 a pair, for a total of \$28. A \$2,000 car wears out after 10 years and 100,000 miles—a cost of \$1 per 50 miles. An active school-boy takes steps enough to average 15 miles a day; his 87 shoes last him three months, and he covers 1,400 miles in that time—getting a value of 200 miles per \$1 of cost.

"If a man wore leather gloves year round as he does his shoes, he'd need about 6 pairs of gloves a year. At \$5 a pair it would total \$30. He buys just under two pairs of shoes a year at an average of \$11 a pair, for a total of \$19. A year's supply of trousers for an active lad is about five pairs, for a total cost of around \$32. The same youth consumes about three pairs of leather shoes at \$6 a pair, for a total of \$18."

Wachenheim cited figures to show that today the consumer is spending only about 1½ cents of each income dollar on shoes, as compared with about 12 cents for all other clothing. "This low expenditure on shoes is possible because of the fine value given — in wear, fashion, comfort, utility."

He cited another interesting comparison of "American shoe values received for prices paid." In the U. S. a carpenter needs to work only 2½ hours to pay for a pair of shoes. In England, the same carpenter works 11 hours for the same shoes; in Sweden, 17 hours; in France, 22 hours; in Russia, 110 hours.

"Next Oct.," said Wachenheim, "shoe men from all over the world will come to our National Shoe Fair in Chicago—the world's largest and

most important shoe show—and will as usual be awed to see how the American shoe industry can turn out these tens of thousands of new and handsome styles of such fine quality and at such low prices. No other country has come close to matching this performance.

"The world's visiting shoe men call this 'an industrial and economic miracle.' I believe that if the American public takes a good second look at its footwear, it too will recognize the 'miracle' of these values."

## SHOE DIVIDENDS OFF 6% FOR QUARTER

Cash dividend payments by the leather and shoe industry in the first three months of 1952 slumped approximately six percent from dividend payments made in the comparable 1951 period, the Census Bureau reports.

The Bureau based its findings on figures given by 27 firms in this manufacturing field who make public reports of cash dividends.

Total cash dividend payments by these 27 firms from Jan. through March 1952 amounted to \$5,172,000 against \$5,371,000 a year ago. The Census Bureau said the 27 reporting firms are engaged in leather tanning, currying and finishing, boot and shoe cut stock and findings, footwear except rubber manufacture, industrial belting, luggage, gloves and handbags.

For corporations as a whole in all industries, the first quarter 1952 showed a gain of six percent in dividends over the same period last year, the Bureau said.

## NINE HIDE FIRMS FACE PRICING CHARGES

### OPS Asking Treble Damages For Violations

A total of four hide firms have been taken in courts with violation of price ceilings involving cattlehides, and five more with actions involving horsehides, records of the Office of Price Stabilization say.

In the cattlehide cases, the government asks treble damages totaling \$105,166, or three times the amount of the alleged overcharge.

In the horsehide cases, the treble damages total \$103,514.

In addition, the OPS says it has settled with three firms privately for single damages in horsehide cases, and with one involving cattlehides.

All the actions, civil proceedings, are pending in various courts.

## FAIR ACTIVITY AT PARKER HOUSE SHOW

### Buyers Still Cautious On Fall Orders

Activity at the Parker House Shoe Show, held May 18-21 at Boston's famed Parker House, was not as brisk as hoped but the general consensus was that Fall 1952 sales would be a definite improvement over last year.

Although both exhibitors and buyers came to the show with reports of heavy buying at last week's Popular Price Shoe Show still buzzing in their ears, a strong note of cautiousness developed early and held throughout the four-day event. Over 2,000 buyers from medium and small independent retail shoe stores throughout New England viewed a wide variety of fall shoe styles in men's, women's and children's lines.

Manufacturers' representatives reported it was still too early to expect large commitments from their customers. However, they found widespread interest and were able to make a number of appointments for the next few weeks when the real buying is expected to materialize.

Men's shoes moved better than expected with makers of medium-priced lines doing a moderate business. Orders on fall dress lines were spotty but some salesmen reported they had placed about one-quarter of the business they expected for the season. Casuals, slip-ons, etc., were in good demand.

Many women's shoe manufacturers said they did little business except for fill-ins on summer stocks. Linens and meshes and casuals moved well as did some fall staple lines but the new fall styles on novelties and others were largely neglected. However, salesmen said they expected orders to start arriving within the next three to four weeks.

## New England Tanners Hold Sheepskin Meeting

The Tanners Production Club of New England has scheduled a meeting of all sheepskin tanners for 7:30 p.m. Sunday evening, June 1, at the New Ocean House, Swampscott. The meeting, to be held on opening day of the American Leather Chemists Association's Annual Convention, will cover material to be presented by the New England Tanners Club at ALCA's Wednesday, June 4 session.

All sheepskin tanners are invited to attend the preliminary meeting on Sunday evening.



## LEATHER INDUSTRY TACKLES LONG RANGE PROMOTION PROGRAM

Leather Industries of America, the new leather promotion organization, has been operating actively only since March of this year but already the results are beginning to show. In the two months since it was activated, the group has not only enlisted the support of those most closely associated with the leather industry—tanners and hide men—but it has received a heartening response from allied industries such as packers and renderers, livestock men, producers of tanning machinery and materials, and others.

Significantly, some of its strongest backing has come from several of the nation's leading shoe manufacturers and a good many medium-size firms.

To date, Leather Industries have been concerned principally with growing pains, with setting itself up as a solid, well-organized, smooth functioning, professional unit completely equipped to carry out the leather industry's most ambitious undertaking in years—the promotion and advertising of leather to the trade and above all, consumers.

The organization itself, although an offshoot of the Tanners' Council, operates as a separate entity. It was launched as a new enterprise first, to permit the entire leather and related industries to participate (Tanners' Council by-laws limit membership to tanners only) and second, to function solely as a publicist for leather.

Of necessity, Tanners' Council officers have doubled in brass during the formative stages of Leather Industries. However, the immediate aim is to get the program going, then hire a full-time staff of top professional publicists to carry it out.

To this end, Leather Industries by-laws provide for overall authority to be placed in the hands of a Board of Directors consisting of one representative from each division of the tanning industry and three from the allied trades. Thus, each branch of the industry will have a say in policy and decisions.

Immediate supervision—at least, until a full-time staff has been appointed—has been given to a small policy committee comprised of George H. Mealley of Ohio Leather Co., Donald H. McCree of Lackawanna Leather Co., S. N. Nectow of A. C. Lawrence Leather Co., H. H. Hegeler of Surpass Leather Co., Nathan P. Dworetzky of Toxaway

Tanning Co., Miss Polly Drew of Beggs & Cobb, and Irving R. Glass, Tanners' Council executive vice president, as chairman.

It is this committee that will have immediate supervision of Leather Industries' activities. Although answerable to the board of directors, it has full power to formulate policy, make quick decisions, and carry them out. In this way, the group expects to by-pass most of the delays commonly encountered in the formative stages of any organization.

### Two-Fold Program

Specifically, Leather Industries has a two-fold program: to advertise leather in all available media and to publicize its use and benefits wherever and whenever possible. For the first, newspapers, national and trade magazines, motion pictures, radio, TV and all other means of paid advertising. The second, more subtle, will employ all the above and, in addition, such eye-catchers as travelling leather shows, exhibits in department and other large stores, and a variety of legitimate promotional efforts.

The value of the latter, often difficult to evaluate, has already been proved in a recent exhibition of leathers set up at Cattle Growers Association Annual Convention held in Texas during April. (L&S, April 12). More than 5,000 pamphlets were distributed pointing out that in 1951, tanners paid over \$453 million for domestic hides and skins—over five percent of the total value of animals sold by U. S. livestock raisers. The Cattle Growers Association asked for an additional 50,000 pamphlets and demand has been so heavy that another 150,000 is now being printed.

In attempting to carry out the Leather Industries' program, the question of financial support necessarily looms importantly. Much publicity has been given the group's immediate objective of \$1,000,000, of which approximately \$750,000 is to be contributed by tanners and the remaining \$250,000 by allied trades. These figures, however, are not too significant in themselves since they indicate only what Leather Industries' officials estimate will be needed to launch the overall program.

More important is the fact that the leather promotion program is intended as a perpetual, constantly

renewing campaign to channel information and "propaganda" about leather to the public and trade. It is not a "one-shot" effort but a long-nation well-informed and always range program aimed at keeping the aware of leather. As such, it will require the continued, whole-hearted support of all segments of the industry.

One point Leather Industries' officials emphasize: this is more than a fight for mere survival. It is a battle to win back and hold the greater part of the markets lost to leather and leather goods producers in recent years. Tanners are not the only ones affected. The entire industry from cattle raiser through shoe manufacturer and other end-goods producers has much at stake. Because all are equally involved, every segment of the industry will have a say in the program.

Leather Industries, once started, intends to make certain it is on the right track. Periodically, professional investigators will be sent to major markets to help evaluate effects of the program. Members of Leather Industries will be given concrete results—which, after all, are what they are paying for.

### Now With United



*Louis F. Pell, well-known stylist on women's lasts, who was recently appointed sales representative for the Krentler Branch of United Last Co. in the St. Louis area. Pell has been associated with the last and shoe industry for the past 40 years, beginning with the John Pell & Son Co. in Newark, N. J. He has traveled extensively throughout the trade in the U. S. and Canada. He will assist in creation and styling of women's lasts for United and will work with shoe manufacturers in St. Louis and territory.*

## SHOE CHAIN SALES GAIN 6.6% FOR MARCH-APRIL PERIOD

Sales of the six leading shoe chains during March-April 1952 showed a satisfying dollar gain of 6.6 percent over the comparable period a year ago, according to latest reports. Because of the lower price levels prevailing this year, the increase in actual pairage sales was even greater.

In April 1952 alone, the chains reported an increase of 56 percent, dollarwise, over April 1951. This was accounted for by a late Easter.

Sales for the first four months of 1952 showed a dollar gain of 3.5 percent over the same period of 1951.

Only two chains, A. S. Beck Shoe Corp. and Melville Shoe Corp., showed a decline in sales for the first four months of 1952. Beck sales

were down 4.5 percent dollarwise while Melville was off 2.5 percent.

Miles Shoe Corp. showed the largest increase of 10.6 percent while Shoe Corp. of America was up 9.2 percent, G. R. Kinney Co., up 5.6 percent and Edison Bros. Shoe Stores, Inc., up 4.9 percent.

A. S. Beck was the only chain to report a dollar sales loss in March-April 1952 as compared with the 1951 period. Beck sales were down 2.2 percent in this period.

Gains were listed as follows for the March-April period: Kinney, up 17.7 percent; Miles, up 13.6 percent; Shoe Corp., up 12.3 percent; Edison, up six percent; and Melville, up 1.4 percent. Following are comparative figures:

### SHOE CHAIN SALES ANALYZED

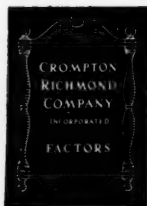
(000 omitted)	1952	April 1951	% Change	Mar.-Apr.	1st 4 Mos.
				1952/51 % Change	1952/51 % Change
Miles .....	\$ 3,303	\$ 2,047	+61.4	+13.6	+10.6
Beck .....	4,683	3,369	+39.0	— 2.2	— 4.3
Shoe Corp. ....	5,231	3,449	+52.3	+12.3	+ 9.2
Melville .....	7,587	4,788	+58.5	+ 1.4	— 2.5
Edison .....	8,977	5,876	+52.8	+ 6.0	+ 4.9
Kinney .....	4,938	2,700	+52.3	+17.7	+ 5.6
Totals .....	\$34,739	\$22,229	+56.3	+ 6.6	+ 3.5

### HEADS NEW DEPARTMENT



George C. Macdonald, appointed sales promotion manager of Brown Co. and Brown Corp., newly-created department in coordination with Brown's advertising division. Macdonald joined Brown Co. in 1928 and after successive positions became office manager of the Boston office. In 1938 he was promoted to manager of the Southwestern territory with headquarters in Dallas, Tex. He is past president of the Southwestern Paper Suppliers Association.

## MONEY IS MOTIVE POWER



A business cramped for working capital is like a plant starved for machinery. Overload these productive resources . . . and the penalty is strain, stalling and breakdowns.

The liquid assets it takes today to drive a business at top speed usually mean more investment or else getting more work out of every dollar in productive assets.

Crompton Factoring helps to solve this problem by converting receivables into cash — the business-like way to anticipate increasing needs in working capital. Because it is geared to sales, this flow of cash into the bank balance is automatic.

It unleashes productive potentials that have been dragging their feet. It takes the brakes off capital turnover. Result: you can handle a lot more business.

Getting ahead with Crompton Factoring is good business. If your problem is financing sound growth, we suggest you talk to us about it.

*The Human Factor*

**CROMPTON-RICHMOND CO., INC.**

1071 Avenue of the Americas, New York 18, N. Y.

## FIRST TEN THE HARDEST



Clyde Fairbanks, first employe of Brezner Tanning Corp., Penacook, N. H., is awarded 10-year service emblem by Treasurer Jack Abrams at the company's recent 10th Anniversary Celebration. Others who have been with the firm since its founding in 1942 are, left to right, Mayford Emery, President Melvin M. Snider, Samuel Schneider (behind Fairbanks and Abrams), Albert Shaw, Harry Young and Production Superintendent Morris Cohen. The company now employs 300 workers.

## MARCH FOOTWEAR OUTPUT DOWN 7% FROM 1951

Production of shoes and slippers in March 1952 totaled 43,967,000 pairs, up three percent from the 42,518,000 pairs produced in Feb. 1952 but a decline of seven percent from the 47,198,000 pairs reported in March 1951, the Bureau of the Census reports.

Women's shoe, sandal and playshoe output totaled 21,191,000 pairs, four percent more than the 20,365,000 pairs produced in Feb. 1952 but two percent less than the 21,718,000 pairs reported in March a year ago.

Men's output totaled 3,531,000 pairs, about even with Feb. 1952 but fully 20 percent below the 10,652,000 pairs produced in March 1951.

Other declines from March 1951 were recorded in infants' footwear,

off eight percent, babies' shoes, down seven percent, and athletic footwear, off 34 percent. Slippers for housewearer totaled 3,277,000 pairs, up 15 percent above the 2,851,000 pairs reported in Feb. 1952 but 12 percent below the 3,722,000 pairs produced in March a year ago.

Production of youths' and boys' shoes and misses' footwear showed increases over March 1951 of 11 and four percent respectively.

Footwear shipments in March amounted to 45 million pairs valued at \$166 million, an average value per pair shipped of \$3.71. This compares with an average of \$3.73 in Feb. and \$4.05 in March 1951. Following are comparative figures:

## SHOE PRODUCTION ANALYZED

Kind of footwear	Production (thousands of pairs)			Percent change March 1952 compared with	
	March 1952	February 1952	March 1951	February 1952	March 1951
Shoes and Slippers, total	43,967	42,518	47,198	+ 3	- 7
Shoes, sandals, and playshoes	40,142	39,133	42,799	+ 3	- 6
Men's	8,531	8,541	10,652	-	-20
Youths' and boys'	1,374	1,371	1,238	-	+11
Women's	21,191	20,365	21,718	+ 4	- 2
Misses'	3,000	2,918	2,882	+ 3	+ 4
Children's	2,785	2,749	2,772	+ 1	-
Infants'	2,111	2,098	2,296	+ 1	- 8
Babies'	1,150	1,091	1,241	+ 5	- 7
Athletic	223	233	339	- 4	-34
Slippers for housewearer	3,277	2,851	3,722	+15	-12
Other footwear	325	301	338	+ 8	- 4

## MAXEY JARMAN NAMED SHOEMAN OF THE YEAR

*Receives Award At Dinner  
On June 12*

Maxey Jarman, chairman of General Shoe Corp., Nashville, Tenn., has been named the shoe industry's Man of the Year. He will receive the award at the industry's annual dinner for the United Jewish Appeal at the Hotel Roosevelt on the evening of June 12.

Jarman's selection as Man of the Year was made by the Shoe and Allied Industry's Award Committee. The award will cite him as a philanthropist, leader of industry and humanist in the name of the shoe and allied industry. Last year, this award went to Robert Schiff of Shoe Corp. of America.

The committee pointed out Jarman's role as an industrial leader is seen most graphically through the year by year growth of General Shoe Corp. and its far-flung associates. This growth is not in the U. S. alone but includes organizations in 25 countries among which is the Jerusalem Shoe Corp. in Israel.

Special Gold Shoe Awards last year were won by Joe DiMaggio as the sports figure of the year, and Eddie Cantor for show business.

The Awards Committee consists of Edwin Farian, Knomark Shoe Polish Co.; Ben Kellner, Kitty Kelly Shoes; Herbert Adler, Adler Shoe Co.; Louis Fried, National Shoes; Saul Schiff, A. S. Beck Co.; and Maurice Miller, I. Miller and Sons.

## SHOE CHAIN GROUP RE-ELECTS OFFICERS

All officers of the National Association of Shoe Chain Stores were re-elected for the coming year at the group's annual meeting held last week in New York during the Popular Price Shoe Show.

Officers for 1952 are Frank J. Schell of Sears, Roebuck, president; Jack M. Schiff, Shoe Corp. of America, vice president; Lawrence Merle, Endicott-Johnson Corp., vice president; George L. Smith, G. R. Kinney Co., treasurer; and Edward Atkins, executive secretary.

New directors are William M. Blackie, General Retail Corp.; David W. Herriman, Miles Shoe Co.; Lawrence Merle, Endicott-Johnson Corp.; Milton Simon, I. Simon Co., and Jack M. Schiff.

## MILITARY BIDS AND AWARDS

### Navy Oxfords

**June 3, 1952**—Navy Invitation No. 666 covering bids on 491,144 pairs of men's low black leather shoes a) 85,836 prs. for Mechanicsburg, Pa.; b) 405,308 prs. for Clearfield, Utah; bidders should also give an FOB plant price as well as FOB shipping point; delivery: 30,000 prs. or more at the rate of one-third each in Aug., Sept., and Oct.; 20,000 prs. or more (but less than 30,000) 10,000 prs. each during Aug. and Sept.; balance during Oct.; 10,000 prs. or more (but less than 20,000 prs.) 10,000 prs. in Aug., balance in Sept. Less than 10,000 prs. during Aug. Opening, New York, 2 p.m.

### O'SULLIVAN BIDS LOW

O'Sullivan Rubber Co., Winchester, Va., was low bidder of 12 firms at opening of Army Invitation QM-30-280-52-1501—32,040 pr. full rubber soles. O'Sullivan offered to supply the total quantity (a) FOB destination at .295 per pr. (b) FOB origin at .265 per pr.; 60 days acceptance, net. Other low bidders follow:

Plymouth Rubber Co., Canton, Mass. (a) .31; 60 days acceptance, net.

Beebe Rubber Co., Nashua, N. H. (b) .325; 15 days acceptance, 2% in 30 days.

Auburn Rubber Co., Auburn, Ind. (b) .34; 60 days acceptance, net.

Holtite Manufacturing Co., Inc., Baltimore, Md. (a) .357; (b) .2825; 60 days acceptance, net.

American Bilrite Rubber Co., Chelsea, Mass. (a) .34; (b) .295; 60 days acceptance, 2% in 30 days.

B. F. Goodrich Co., Akron, O. (a) .335; (b) .31; 60 days acceptance, net.

### OPEN NAVY BIDS

Endicott-Johnson Corp., Endicott, N. Y., was low bidder at the opening of Navy Invitation No. 678—400,000 pr. black, high general purpose shoes—for destination a) Mechanicsburg, Pa. and b) Clearfield, Utah. The Navy also asked for the FOB origin price.

This was E-J's bid: a) 100,008 pr. \$4.28; or 150,000 pr. \$4.38; or 199,968 pr. \$4.48; b) 100,008 pr. \$4.43; or 150,000 pr. \$4.53; or 200,032 pr. \$4.63; FOB origin prices, 200,016 pr. \$4.23; or 300,000 pr. 4.33; or

400,000 pr. \$4.43; 10 days acceptance, net.

Eleven other bidders follow:

J. F. McElwain Co., Nashua, N. H.; a) 199,968 pr. \$4.48; b) 140,032 pr. \$4.65; FOB price \$4.395 (340,000 pr.); 20 days acceptance, net.

General Shoe Corporation, Nashville, Tenn.; a) 100,000 pr. \$4.51; and b) 100,000 pr. \$4.76; or a) 49,992 pr. \$4.51; and b) 50,008 pr. \$4.76; FOB price \$4.37; 15 days acceptance, 1/10 of 1% in 10 days.

Belleville Shoe Manufacturing Co., Belleville, Ill.; a) 45,000 pr. \$4.62; or b) 45,000 pr. \$4.74; FOB \$4.49; 15 days acceptance, 1/10 of 1% in 20 days.

John Foote Shoe Co., Brockton, Mass.; a) 36,000 pr. \$4.89; b) 36,000 pr. \$5.10; FOB \$4.81; not more than 36,000 pr. total award; 20 days acceptance, 1/8 of 1% in 20 days.

International Shoe Co., St. Louis, Mo.; a) 200,000 pr. \$4.93; b) 200,000 pr. \$4.80; FOB 200,000 pr. \$4.50; 200,000 pr. \$4.75; 15 days acceptance, net.

Sportwelt Shoe Co., North Easton, Mass.; a) 60,000 pr. \$4.93; b) 20,000 pr. \$5.21; FOB \$4.85; 20 days acceptance, 1/10 of 1% in 10 days.

A. R. Hyde & Sons, Cambridge, Mass.; a) 30,000 pr. \$5.04; b) 30,000 pr. \$5.25; FOB \$4.97; 10 days acceptance, net.

Worcester Shoe Co., Worcester, Mass.; a) 50,000 pr. \$5.08 or FOB 50,000 pr. \$4.98; 10 days acceptance, net.

Knipe Brothers, Inc., Ward Hill, Mass.; a) 130,000 pr. \$5.225; or b) 130,000 pr. \$5.35; FOB \$5.15; 60 days acceptance, 1/10 of 1% in 10 days.

A. S. Kreider & Son Co., Palmyra, Pa.; a) 30,000 pr. \$5.36; FOB \$5.31; 15 days acceptance, net.

E. J. Givren Shoe Co., Rockland, Mass.; 30,000 pr. \$6.29; 60 days acceptance, 1/10 of 1% in 10 days.

### OPEN GLOVE BIDS

Daniel Hays Co., Inc., Gloversville, N. Y., was low bidder last week at opening of Navy Invitation No. 593 covering 150,072 pairs black leather gloves, wool lined. Hays offered to supply various quantities as follows: (a) Mechanicsburg, Pa., (b) Clearfield, Utah; 25,000 pairs (a) \$2.34, (b) \$2.36; or 50,000 pairs (a) \$2.38, (b) \$2.40; or 75,000 pairs (a) \$2.42, (b) \$2.44; or 100,000 pairs (a) \$2.46, (b) \$2.48. Terms 1/10 of 1% in 20 days. There were 16 other bidders.

## QUARTERMASTER SHOE INSPECTORS CONFER

The first annual regional three-day conference of supervisors in the Leather Products Branch of the New York Quartermaster Inspection Division, New York Quartermaster Procurement Agency, was held May 14-16, according to Lt. Col. Jay T. Glen, chief, Quartermaster Inspection Service National Office.

Nine leather and footwear inspectors from the Middle West, New England, New York State, and the South participated in the conference. Regional supervisors were given an opportunity to meet with their chief and assistant chief inspectors to discuss current problems, policies and procedures.

The Leather and Leather Products Branch is responsible for inspection of all types of footwear and leather products furnished under contract with the New York Quartermaster Procurement Agency. Conformity with established standards of quality and required specifications is maintained by a staff of 104 inspectors directly responsible to regional supervisors at the conference.

## A. S. Beck Sales Off 4.3% For Year

Sales of A. S. Beck Shoe Corp. for the first 17 weeks of 1952 ended April 26 totaled \$13,622,151, a decline of 4.3 percent from the dollar sales of \$14,234,943 reported in the same period last year. Pairage sales, however, were at least equal with the 1951 period.

For the four weeks ended April 26, the company reported a dollar increase of 39 percent over last year. Sales this year totaled \$4,693,203 against \$3,368,801 in the same 1951 period. The greater part of the increase was due to a late Easter this year.

## Boston Shoe Club To Hold Golf Outing

The Boston Boot and Shoe Club will hold its annual Shoe and Leather Golf Tournament Tuesday, June 10, at the Wollaston Country Club, C. Harvey Moore, Club president, announced this week.

General chairman of the golf committee is Frank C. Donovan, former Club president and Boston leather merchant. Buffet luncheon will be served all members and guests and leather prizes and golf accessories will be awarded winners in each of the shoe, leather and allied trade divisions.





• **L. J. Horan**, president of J. & J. Slater, New York, has announced the election of **Patrick Diaz** as vice president. Diaz is manager of the Garden City branch of the firm, which he joined in 1947.

• **John H. McCarthy, Jr.**, has joined the Adhesives and Coatings Division of Dewey and Almy Co. as sales representative. He will handle sales of Dares resin emulsion adhesives and other products in Western New York, New Jersey, Pennsylvania and the southern coastal states.

• **George H. Carter** has severed his connection with Carter Hide Co., Inc., of Boston as of April 15. **Frank S. Carter** has taken over his interest and **Walter Evans** will assist in the receiving of merchandise.

• **Israel Convisser**, formerly associated with the fur and leather division of the World War II Office of Price Administration, has returned to the current price control agency, the Office of Price Stabilization. He moves from the Justice Department to OPS as chief of validity proceedings and the court review division.

• **Leo Resnick** has joined the staff of Paramount Footwear Co., Inc., Garfield, N. J., it is reported. Resnick is a fitting room foreman.

• **A. V. Rice** has retired from active participation with A. C. Lawrence Leather Co., Peabody. Rice is well known throughout the leather and shoe trade and has been a vice president of the firm.

• **John Morrell Foster** has been elected president and chief executive of John Morrell & Co., Ottumwa, Iowa, meat packer. He succeeds his brother, **George M. Foster**, who becomes chairman. Both assume their new posts on June 1.

• **K. H. Klipstein**, recently associated with the National Production Authority, has left the agency after more than a year of service and returned to his desk at Calco Chemical Co. as assistant general manager in charge of the Technical Department.

• **Russell E. Poster** has been named abrasive sales engineer of Clover Mfg. Co. of Norwalk, Conn., according to Theodore R. Treadwell, sales manager. He will provide specialized technical and engineering service to the company's customers and distributors. In addition, he has taken over responsibility for Clover sales of both coated abrasives and lapping and grinding compounds in Fairfield County, Conn.

• Veteran designer and shoe factory executive **Paul Stuart** has left Nova Shoe Co., Haverhill, Mass., branch of Avon Shoe Co. Stuart, formerly associated with the Nova firm in Brooklyn, had help set up the Nova operation in Haverhill.

• Members of the New England shoe industry taking active interest in the \$250,000 Silver Anniversary Fund Appeal of the Boston Evening Clinic include **Myer Saxe** of Kesslen Shoe Co., **Joseph Kaplan** of Colonial Tanning Co., and **Jane Wheeler** of *Creative Footwear*. The Clinic, a non-profit organization, provides after-hours medical care for working men and women and a price they can afford to pay. Contributions are received at the Clinic, 452 Beacon St., Boston.

• **Mario Pomodoro**, lasting and making room foreman, is reported to have joined Dianafix Corp., Paterson, N. J., manufacturer of California process footwear. He was recently associated with Skippy Footwear Corp. in Hazelton, Pa.

### Solvay Dedicates New Soda Ash Plant

Solvay Process Division of Allied Chemical & Dye Corp. marked completion of its new multi-million-dollar soda ash plant in Syracuse May 10 with dedication ceremonies and an open house for employees and the general public.

The new building, embodying the latest equipment in alkali manufacturing, is the key project in the company's modernization program at Syracuse started at the close of World War II and involving a capital investment of over \$20 million. The new unit, equal in height to a 15-story office building, replaces one built in 1912.

### U. S. Rubber Develops New Chemical Stabilizer

A new chemical stabilizer, which makes possible the production of an improved type of non-staining and non-discoloring GR-S synthetic rubber, has been developed by Naugatuck Chemical Division, U. S. Rubber Company.

The new chemical, known as Polygard, will find its broadest use in light-colored synthetic rubber for the manufacture of white sidewall tires, pressure sensitive adhesives, shoe soles, tiling, hospital sheeting, chemically blown sponge rubber, wire insulation and all rubber products where light colors are desired.

The required usage of large amounts of GR-S synthetic in all types of rubber products, the lower cost of GR-S compared to natural rubber, and the recent lifting of the ban on the manufacture of white sidewall tires, have resulted in a large present and potential demand for the non-staining grades of GR-S synthetic. The new chemical stabilizer makes possible significant improvements in the quality of these types of rubber, the company said.

### First Vulcanized Foamtred



First American firm to manufacture leather shoes with "Foamtred" soles under patents owned by Ro-Search, Inc. of Waynesville, N. C., will be Wellco Shoe Corp., also of Waynesville. Pictured above is first men's leather shoe style to be made in new process. It will be promoted by Wellco under the trade name of "Sky Hikers." The "Foamtred" sole is vulcanized directly to the smooth leather upper, eliminating the need for welt seams, tacks, wires or other metals. The "Sky Hiker" is priced to retail at \$8.95.

• **Bellini Shoe Mfg. Co.** has been organized to manufacture women's shoes at 178 Wadsworth St., Brooklyn.



## LEATHER SALES SPOTTY AS PRICES RISE AGAIN

*Tanners Report Most Prices Are Now 5¢ Above  
Previous Lows*

Sole leathers a bit slower as shoe manufacturers fill requirements. Calf, side and splits active. Kid picks up.

### Sole Offal Slackens

Sales of sole leather offal in Boston market slacken off from last two weeks. As in sole bends, this is because most leather buyers have bought all the leather they need for a while. Tanners, following the hide market, have upped their prices again; most about 5¢ above lows.

Both cow and steer bellies now listed at 25-26¢. Tanners say little leather around, particularly bellies, and they can afford to hold firm. Buying is well below recent activity. Double rough shoulders at 50¢ and down; some ask above 50¢ but slower here. Single shoulders a bit more active; lights in mid to high 40's, heavies in high 30's. Fore and hind shanks slower; former at 15-16¢, latter 17-20¢.

### Calf Active

Boston calf tanners report themselves well satisfied with recent activity. As in other leathers, most calf is up about 5¢ above lows. Skin market advances led to 3¢ increase about week ago and this week increases averaged another 2¢. Now, tanners say, they will begin worrying about prices. Most feel market has gone about as high as it should.

Latest lists on women's weight smooth calf show about 85¢ and down for better grades. Tanners have little trouble moving better grades but feel resistance in lower-priced lines. Volume between 67-57¢. Men's about 98¢ and down for top grades with another increase expected. Best sales from 83¢ down to 70¢. Suede moving well in high 80's and down.

### Sheep Better

A little more activity in past two weeks, say Boston sheepskin tanners. Strength in other leathers prompts tanners to hold steadily at lists. This in itself is healthy sign, they feel.

Boot and shoe linings moving moderately at 28¢ and down; best activity around 21¢. Shoe linings fair at 20¢. Colored vegetable linings mov-

ing at 25-26¢ with some asking a cent more. Chrome fair around 25¢ and down.

Garment suede still doing good business around 26¢. Top grades reported at 29¢. Garment grains lag. Not much change here.

### Sides Wanted

A good amount of activity still reported in Boston side leather market despite strength of prices. Tanners find themselves hard put to keep up with hide market advances. At last report, sides were up 5¢ and more above lows and tanners were moving a good deal of leather at these levels. Many tanners were trying to hold back on sales, claiming they were booking at less than replacement costs.

Tanners are still cautious in their hide purchases, buying mainly for need and trying to keep rawstock prices from spiralling—a condition they fear above all else.

For most part, heavyweight combination-tanned extremes move in low 50's and down—some ask 53-54¢, others at 52¢. Chrome tanned extremes in mid-40's. Heavyweight combination-tanned kip listed as high as 56¢ and down but better sales about 52-54¢. Sides fairly active in middle 40's. Work shoe retan in high 30's.

### Sole Slower

Boston sole leather tanners report business slackens a bit this week. This is not due to lack of interest but rather a fact that most shoe manufacturers have filled immediate needs. Also, there is not too much leather around.

Latest advances on rising hide market have forced majority of sole tanners to raise lists about 5¢ over lows. These prices are firm, based on replacement costs and fact tanners have cleaned up good amount of leather on hand. Result is actual trading is off from previous two weeks.

For most part, 10 iron and up bends bring 51¢ and down although some tanners ask a cent above this. For 9/10 iron bends, lists are about 51-56¢ with a cent or so either way. Light bends in middle to higher 60's with selected stock close to 70¢.

**THE OHIO LEATHER CO.**



**LUXOR**

*Calfcolors*

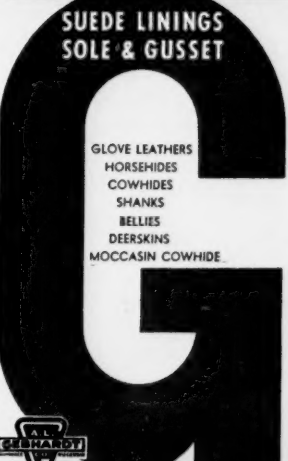
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**INNERSOLES**  
**PLATFORMS**  
**WEDGIES**

**LYNN INNERSOLE CO., ALLESTON, MAINE**

Sole leather tanners of Philadelphia find considerable activity. Tanners can sell practically anything they have on hand. Bellies, heads, factory and finding bends, all finding a market. Buyers who were waiting for prices to hit bottom now rushing to buy. Tanners are having no trouble getting their prices as the sales are made.

## Work Glove Stronger

A stronger undertone developed in this market, influenced to some degree by recent upturn in raw material. Buyers showed more interest for work glove splits and some advances confirmed. Several sellers raised their lists by one or two cents from the recent lows.

According to reliable sources, up to 14c has been paid for LM weight of No. 1 grade, 13c for No. 2 grade and 12c for No. 3 grade. M weight alone now quotable at 15c for No. 1, 14c for No. 2 and 13c for No. 3 grade.

## Garment Better

Decided improvement in garment leather trade and some tanners have been able to book a fairly good volume of business not only in horsehide but also in sheepskin types. Prices of horsehide garment leather appear to be firm at 36c and down for various grades depending upon tannages involved, ranging down to around 28-29c for the very lowest grade. Although some tanner lists have been a cent or two higher, business has been booked at the above noted price level and average basis seems to be holding fully steady around 33-34c.

In sheepskin varieties, a good movement of suede reported and prices considered very firm at recently quoted levels ranging on top grades from 31-32c to around 29c while some tannery run lots have readily brought 26c. Grain type garment leather also holding fully steady, tannery run bringing 26c and better grades ranging up to 32-33c.

## Bag, Case & Strap Good

More business done; trade much encouraged by orders booked at prevailing prices. While no higher prices have been reported thus far, tanners are generally serving notice on their customers that lists will have to be raised if raw material costs continue to advance.

Case leather moving well and 2 1/2 ounce considered firmer at 48c and down and 3 ounce at 52c and down. Grade A strap leather in russet finish receiving a good call at going prices with 4/5 ounce quoted 55c;

5/6 ounce at 57c; 6/7 ounce at 59c; 7/8 ounce at 61c; 8/9 ounce at 63c; 9/10 ounce at 66c and 10/11 ounce at 69c. B grade 4c less and C grade an additional 4c less. The usual premium of 2c over russet paid for colors and 3c more for glazed strap. B and C grades in colors and glazed discounted similar to those for russet.

### Kid Improving

Kid leather tanners of Philadelphia say that while the situation cannot be described as "rosy," there is definite improvement in some areas. Black suede steadily increasing in demand. However, most sales made in the bottom grades. Surprisingly, there are fairly good sales in the top grades, while very little business has materialized as yet at the medium levels. Suede is also in some demand in brown and even dark blue holding some interest.

Glazed quite slow at this time. After the spring run, demand fell off considerably and in spite of the interest, there has been very little actual business in any of the colors. The most optimistic tanners now don't expect too much to happen in colored glazed this season.

Slipper still on the dull side. Very few orders received. Linings "so-so." According to many tanners most potential buyers report themselves sufficiently stocked in linings for the present. Nothing reported in satin mats or crushed.

Prices still unsatisfactory. Even with lists revised downwards in the past few weeks, tanners find it difficult to get the prices they quote. They still will make adjustments if the anticipated sale warrants it.

#### Average prices quoted:

Suede 32c-92c  
Linings 25c-60c  
Glazed 25c-90c  
Crushed 35c-75c  
Slipper 25c-60c  
Satin Mats 69c-1.20

### Glove Leathers Optimistic

Business can be described as a trifle better. A little more optimism is creeping into the picture although present improvement is extremely spotty.

The Navy contract is absorbing all low end Capes, Cabs and Sudans. Prices range from 25 to 35c with the bulk of the business being done at a 30c basis.

Interest in men's grey suedes reviving. Several fair-sized orders placed at 34c for the best grade and 28c for the seconds. Some inquiry for men's colors at the same prices. Also some inquiry for Ladies' Suedes, domestic type, in fall colors. Prices quoted at 38c and 28c.

A good grade of Domestic Grains offered at 24c, Pigtex from 25c down to 19c. Pigskins spotty. Prices made on each lot as it comes through. Some demand for goatskins with prices ranging from 45c to 25c.

### Belting Soggy

Philadelphia belting leather tanners report they are not finding any great demand even with the market firming up. More sales made than a few weeks ago but nothing too satisfactory. Because of the change in prices, quotations are not available. Shoulders are selling, but mostly to wetting men. Waist belting slow.

Curried shoulders very slow and will go for practically any price just to dispose of them. Otherwise, curriers find business as only fair. A slight increase felt for a few days seems to have died down again. Prices firm, and in some instances have been increased and when sales are made, curriers are getting their prices.

#### AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Sele.	No. 2	No. 3
Butt Bends	1.22-1.35	1.18-1.30	1.14-1.20
Centers 12"	1.51-1.62	1.39-1.57	1.26-1.35
Centers 24"-28"	1.45-1.58	1.39-1.53	1.30
Centers 30"	1.39-1.52	1.34-1.47	1.29-1.30
Wide Sides	1.12-1.28	1.08-1.23	1.01-1.08
Narrow Sides	1.04-1.30	1.00-1.16	.94-1.00

Premiums to be added: Heavy—minus 5c-10c; Ex-Heavy—minus 2c to plus 5c; Light—plus 10c-21c; Ex Light—plus 25c.

### Tanning Materials Firm

Raw Tanning Materials prices generally firm and consumer inquiry is sharper. Tanning Extracts are unchanged.

#### Raw Tanning Materials

Divl Divl, Dom., 48% basis shp't, bag \$ 68.00	
Wattle bark, ton	
"Fair Average"	\$105.00
"Merchantable"	\$102.00
Sumac, 28% leaf	\$135.00
Ground	\$135.00

Myrobalans, J. 1's	\$46.00
Crushed \$60.00 J. 2's	\$42.00
Valonia Cups, 30-32% guaranteed	\$65.00
Valonia Beards, 42% guaranteed	\$86.00-\$87.00
Mangrove Bark 30% So. Am.	\$52.00
Mangrove Bark, 35% E. African	\$77.50

### Tanning Extracts

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.25
Barrels, c.i.	5.10
Barrels, l.c.l.	5.43
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.i.	10.93
Bags, l.c.l.	11.40
Cutch, solid Borneo, 55% tannin, plus duty	.08%
Gambier Extract, 25% tannin, bbls.	.00%
Hemlock Extract, 25% tannin, tk. cars f.o.b. works	.0825
Bbls. c.i.	.08%
Oak bark extract, 25% tannin, lb. bbls. 6 1/4-6 1/2, tks.	.08%
Quebracho extract	
Solid, ord., basis 63% tannin, c.i. plus duty	11 31/64
Solid clar., basis 64% tannin, c.i.	12 3/16
Liquid basis, 35% tannin, bbls.	
Ground extract	
Wattle extract, solid, c.i. (plus duty) So. African	.11%
Wattle extract, solid, c.i. (plus duty) East African	.11%
Powdered super spruce, bags, c.i. .05%; l.c.l.	.05%
Spruce extract, tks., f.o.b. wks.	.01%
Myrobalan extract, solid, 55% tannin (plus duty)	.10%
Myrobalan extract, powdered, 60% tannin (plus duty)	.10%
Valonia extract, powdered, 63% tannin (plus duty)	.9%
Oak Bark Extract, Powdered, Swedish, 85% tannin	.12%
Quebracho Extract, Powdered, Swedish spray dried, 80% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.18
Powdered Spruce, spray dried, Swedish	.3%

### Tanners' Oils

Castor oil, No. 1 C.P. drs. l.c.l.	.31%
Sulphonated castor oil, 75%	.27%
Cod Oil, NBD, loose basis, gal.	1.08
Cod, sulphonated, pure 25% moisture	.14%
Cod, sulphonated, 25% added mineral	.12%
Cod, sulphonated, 50% added mineral	.11%
Lined oil tks., zone 1 drums, c.i.	.177, l.c.l.
Neatsfoot, 20" C.T.	.32
Neatsfoot, 30" C.T.	.30
Neatsfoot, prime drums, c.i.	.16%
l.c.l.	.18%
Neatsfoot, sulphonated, 75%	.18
Olive, denatured, dra. gal.	2.40
Waterless Moellon	.18
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11
Common degrass	.14%
Neutral degrass	.27%-29
Sulphonated Tallow, 75%	.12
Sulphonated Tallow, 50%	.08
Sponging compound	.14
Split Oil	.12-14
Sulphonated sperm, 25% moisture	.15%
Petroleum Oil, 200 seconds visc., tks., f.o.b.	.17
Petroleum Oil, 150 seconds visc., tks., f.o.b.	.16
Petroleum Oil, 100 seconds visc., tks., f.o.b.	.14



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WASHINGTON 49, D.C.

## UPWARD TREND STILL RULES HIDE AND SKIN MARKET

**Further Advances Paid This Week As Trading Shows  
Renewed Activity**

### Packer Hides Bullish

Although slow in starting this week because packers were in no hurry to make new offerings, trading in packer hides broke out afresh by mid-week and the advance in prices continued. By presstime, packers had sold some 60,000 hides at generally another 1/2c above last week's levels.

Prices prevailing showed heavy native steers at 14 1/2c, butt branded steers at 13c, Colorados at 12c, light

Texas steers at 17c, heavy cows at 15c for Rivers, 15 1/2c for Chicagos, and 16c for St. Pauls. Light native cows were bringing 18c for Chicagos, 18-18 1/2c for Omahas, and 18 1/4c for St. Pauls. Northern branded cows were at 14 1/2c and native bulls at 10 1/2-11c.

Dealers and tanners credited with buying up to 350,000 hides in the Argentine, paying 19 3/4c for frig. standard extremes, 18 1/2c for rejects, 15 3/4-7c for reject cows, 17 3/4c for Municipal light steers and 18c for Municipal extremes of 16/18 kilos, all prices c&f. Since tanners in the U. S. did not buy all of these hides, the dealers importing them probably will be offering some for resale. Movement of these hides into consumption should relieve that much buying pressure on our domestic market.

### Small Packers Moving

Various higher prices have been paid for small packer hides. Lighter hides received a very good call and

southwestern productions such as Texas small packers sold well up to 20 1/2c for 40-42 lb. avg. and 21c for 39-40 lb. avg., flat fob. shipping points. Various prices paid in the midwest for lighter hides ranging from 16c on 46-48 lb. avg. up to 19c on choice plump 44-45 lb. avg. from nearby low freight point.

Some movement of medium averages such as 50-52 lbs. avg. within the range of 14 1/2-15 1/2c selected, the inside price for mostly thinner-spreadier types of hides and the outside price for plump stock. Slightly heavier hides averaging around 54-55 lbs. were ranged 14-14 1/2c while 60-61 lb. avg. brought 13 1/2c selected.

### Country Hides Strong

Latest confirmed sales of regular lots of country allweights made within the range of 10 1/2c to 11 1/2c depending upon quality, average weights, sections of origin, etc. Some light renderer hides averaging around 39 lbs. brought as high as 12c flat trimmed, fob. Late this week, sellers of better descriptions were inclined to talk still higher prices ranging upwards of 13-14c but sales difficult to confirm above the 12c mark. Higher prices paid for glue hides, some lots averaging around 48 lbs. bringing up to 9 1/2c and lighter average descriptions at 10c.

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## HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close May 22	Close May 15	High For Week	Low For Week	Net Change
July	17.04B	16.89B	17.06	16.40	+15
October	16.97T	16.79T	17.00	16.42	+20
January	16.87B	16.60B	16.88	16.40	+27
April	16.84B	16.60B	.....	.....	+24
July	16.84B	16.60B	.....	.....	+24
October	16.80N	16.60B	.....	.....	+20

## HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago	Suspended Ceilings
Heavy native steers	14 1/2	13 1/2-14	11	-11 1/2	33 28
Light native steers	18 1/2	18 1/2	15	16 1/2	31 1/2
Ex. light native steers	20	-20 1/2	20	17	39 34
Heavy native cows	15	-16	14 1/2-15	11 1/2-12 1/2	34 29
Light native cows	18	-18 1/2	17	-18	36 37 31 -32
Heavy Texas steers	13	12	10	-10 1/2	30 25
Butt branded steers	13	12	10	30	25
Light Texas steers	17	16	13	34 1/2	29 1/2
Ex. light Texas steers	18	18	15 1/2	37	32
Colorado steers	12	11	9	29 1/2	24 1/2
Branded cows	14 1/2	13 1/2-14	10 1/2-11 1/2	33	28 1/2-29
Native bulls	10 1/2-11	10 1/2	8 1/2-9	24	20
Branded bulls	9 1/2	9 1/2	7 1/2-8	23	19
Packer calfskins	32 1/2-40	30	-37 1/2	23	-30
Packer kipskins	30	-32 1/2	27 1/2-32 1/2	21	-24
				55	-60

### Calf & Kip Steady

The market seems to be holding steady to firm at advances lately paid for big packer productions. Wisconsin all weight calf sold by one big packer brought 37½¢ for heavy and 32½¢ for light skins while St. Paul production brought 40¢ and 32½¢ respectively. Another big packer last sold March forward calf at 40¢ for northern, 35¢ for river heavy and 32½¢ for all lights. The latter seller also last established the market on kip, selling northern at 32½¢ with overweights at 30¢.

No recently reported sales of slunks and the market is considered more or less nominal at present. The same can be said for small packer and country calf and kip skins. New trading needed to establish accurate price levels.

### Horsehides Limited

Trading continues limited in this market. While there is an occasional sale of an odd carload lot here and there, business is restricted owing to small offerings which reflect lower production of late. In addition, sellers usually ask prices considerably higher than buyers are able to pay.

A range of \$6.50 to \$6.75 fob. covers the going basis for untrimmed

## COMPLETE LICENSING AGREEMENTS



Shown left to right as licensing agreements are completed between Wright-Batchelder Corp. of 10 High St., Boston, and the Wind Welting Co. of Brockton, Mass., are John B. Wind, clerk of the Wind Co.; Charles F. Batchelder, Jr., president of the Wright-Batchelder Corp.; Bob Blackler, in charge of sales, and Max E. Wind, president and treasurer of the Wind Co.

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northern slaughterer type whole hides and \$1 less quoted for trimmed lots. Sellers asking rates have been around \$7.00 or more. Market for cut stock somewhat firmer and fronts have ranged in latest dealings around \$5.00-\$5.25. Butts, however, unchanged at \$1.25-\$1.50, basis 22" and up.

#### Sheep Pelts Steady

Market for shearlings seems to hold about steady. Big packers have sold a few more No. 1s at \$1.85-\$2.00, the outside figure for choicer lots. Also, some additional business has passed in mixed No. 2 and No. 3 shearlings in carload lots at \$1.50 for No. 2s and \$1.00 for No. 3s. Production of clips seasonally low and these are quoted nominally around \$2.25 in absence of any late trading. A few small packer winter wool pelts have been cleaned up at \$3.50 while larger packers have cleared May productions at \$4.00 or shade better.

Calif. spring lamb pelts are ranged \$2.35-\$2.55 per cwt. liveweight basis, the inside closer to pullers' ideas and the outside price list paid by tanners. Full wool dry pelts sold at 29c. Pickled skins have been selling, producers moving winter sheep and lambs at \$7.75 per dozen while \$10. a doz. was paid for California clear spring lambs.

#### Goatskins Firmer

Market reported much firmer at origin. Tanners hold off buying at higher levels, watch results on leather market. In India and Pakistan, small trading in 1500 lb. Amritsars at \$7.50 per dozen c&f. Offers higher now. The 1200 lb. skins now held at \$6.75-\$7.25; trading quiet. Southern Indias firm at \$7.00 for 1.70/1.80 lb. skins.

Mochas also firm and light. Asking prices at \$11.00-\$11.50 for genuine Batis and \$9.50 for Bati types. Tanners hold back offers, try to prevent market from rising appreciably.

Red Kanos goatskins, 50/30/20,

100/105 lbs. last sold at 77c per lb. c&f. basis primes. All primes Sokotas at 82c. Offerings also light here. Mombasas firm, held at \$8.00-\$8.50.

#### Dry Sheepskins Slack

Most selling quarters report very little business. Buyers showing no interest in offerings even at reduced levels.

Hair sheep varieties lower in many instances but except for interest in Nigerians, suitable for government glove contracts, buyers seem to be out. Brazil cabrettas mixed with various prices heard as to shippers. Some selling quarters state that they could move regulars at \$11 c&f., while others claim they have had offers down to \$10 fob. Specials moving at \$15.50 for 95-kilos and \$16 asked for 100-kilos.

Addis-ababa butchers, 175-lbs., 40/50/10 assortment, offered at \$9 and buyers' ideas nearer \$7.50, though might pay \$8. Shade dried Mombasas still held around \$6.00, could be bought for less. No change in dry salted Sudans or Mochas with only odd-lot sales passing. Most offers to Europe. Cape gloves also slow.

Shearlings slow and nominal with buyers showing little interest in foreign offerings as they can pick up domestic skins for considerably less.

Wool skins also quiet. At Australia, prices eased slightly at last auctions. In Sydney, 39,000 skins offered and one to three pence lower, Australian currency, on all selections. Melbourne, sheepskin market generally par to three pence Australian currency lower, ordinary types most affected.

#### Reptiles Better

Tanners report more leather business with all types of lizards and some cobras moving at steady prices. Some buyers have been talking reductions, especially on cobras.

Not many offers received from Indias of Madras bark tanned whips, cobras or vipers and market is nominal. Some U.P. whips, 4 inches up, averaging 4½ inches, 60/40 selection, offered at 60c.

More activity in lizards with reports that 10,000 Agra back cuts, 9 inches up, averaging 10 inches, 80/20 assortment, sold at 26c; 20,000 8 inches up, averaging 9½ inches, 80/20, sold at 22c. Wet salted Bengal back cuts, 9 inches up, averaging 10 inches, 80/20, held at 55c and considered too high. Some interest in alum tanned water snakes but few offers coming in.

Some wet salted crocodiles, 11 inches up, averaging 15 inches, offered at \$1.00 an inch; considered high. No change in the Siam market. For lizards, shippers ask \$1.70-1.75, and that is too high for this market. Brazil market also slow with back cut tejus variously quoted at 70-75c fob. and giboias at 60-65c fob.

#### Deerskins Steady

Market on Brazil "jacks" seems to have steadied as several sales Manaoas and Paras at 48c fob., basis importers. Some sellers with higher views refusing bids at the trading level.

Maranhao "jacks" held at 53c fob. and buyers' ideas 50c, possibly 51c fob. for business. Peruvian "jacks" held at 45c fob., which buyers consider too high. New Zealand market unchanged and quoted at 85c for business. Siam descriptions slow and nominal.

#### Pigskins Moving

Dealers active buyers at origin following late declines. Some 25,000 Para and Manaos peccaries sold for shipment, principally Paras at \$1.50 for greys and \$1.30 for blacks with Manaos greys going at \$1.65 and blacks at \$1.30, all fob., basis importers. Buyers unwilling to pay more for the Manaos blacks than for the Paras and have been getting them at the same price. Following this business, dealers reduced their ideas by 10c.

Spot lots of grey Bolivians sold at \$1.60 and Chaco grey peccaries at \$1.80, basis manufacturers. Most buyers, however, have lower views. Last sales Chaco carpinchos at \$2.75 basis manufacturers and buyers talking less now. Shippers, however, continue firm at \$2.60 fob., basis importers. Wet salted capivaras slow and nominal. There is an accumulation of Peruvian peccaries but shippers unwilling to accept bid levels.

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# NEWS QUICKS

About people and happenings coast to coast

## New Jersey

● Referee has adjudicated **Garden State Shoe Co., Inc.**, of Paterson, shoe manufacturer, as bankrupt, it is reported. The company was unable to make good a Chapter XI arrangement to pay creditors. General creditors had agreed to accept 30 percent in four months.

● At a recent ceremony at the home office of **Nopco Chemical Co.**, Harrison, solid gold watches were awarded to 13 employees celebrating their 25th anniversary with the firm. The Nopco 15-Year Club also inducted 16 new members.

● **Fleetwood Shoe Co.** has been organized to manufacture women's novelty shoes in Paterson, it is reported. The new firm succeeds the former Jehlen Novelty Shoes.

## Massachusetts

● **Savage-Wayne Co.** of Hollywood, Cal., has announced it will open a new shoe manufacturing plant in a New Bedford mill. The plant will eventually employ some 300 workers, it is said.

● **Peter H. DeSesa** has been appointed superintendent of Tye Shoe Co., Inc., Haverhill. He was formerly general foreman at Sherry Shoemakers, Inc., Boston, and previously lasting and making room foreman for Melori Shoe Co.

● **Dewey and Almy Chemical Co.** has added two executives to its staff at the company's new plant in Acton. They are **Benjamin Gudzinowicz**, who will have charge of the control laboratories group, and **Malcolm Hecht, Jr.**, named foreman in the new plasticizer area at Acton.

● The Brotherhood of Shoe and Allied Craftsmen, Brockton independent union, was winner last week in a bargaining agent election held at **Herman Shoe Co.**, Millis. The Brotherhood, agent at the Herman plant for many years, defeated the United Shoe Workers of America, CIO, in a National Labor Relations Board sponsored election.

● Creditors of **Henwill Shoe Co.**, Lowell manufacturer of infants' shoes, have been offered a 20 percent compromise settlement of indebtedness, it is reported.

● **Colella, Inc.**, Haverhill, has announced the addition of a new line to its output of women's shoes. **Gerald P. Colella** reported the new line will consist of conventional shoes with low heels. The firm is planning to add more workers to help in production of the line.

● **Sandler-Rustic Shoe Corp.**, Ha-

verhill, has taken over a third floor in its plant, thereby increasing its floor space to 30,000 sq. ft. **Earl Katz**, general manager, said the expansion would increase workers from 200 to 275, thus exceeding the 250 jobs promised when the plant was first opened. **Joseph Sugarman**, former Boston attorney and now a member of the economic planning commission of the Government of Israel and general manager of the Jerusalem Shoe Corp., recently inspected the plant as a guest of **Jack Sandler**, president.

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## Arkansas

• Checks of two firms in the footwear industry have been chosen as winning examples of beauty in design, lithographic excellence and functional value. The firms are **Frolic Footwear, Inc.**, women's casual shoe manufacture of Jonesboro, and **Pollock's, Inc.**, of Atlanta, Ga., large southeastern retail shoe chain.

## Vermont

• **Bray Wood Heel Co., Inc.**, Orleans maker of wood heels, has filed voluntary petition in bankruptcy list-

ing assets of \$64,096. Liabilities include unsecured claims of \$86,011 and secured claims of \$36,500.

## Florida

• **Superb Footwear, Inc.**, Miami footwear manufacturer, is reported changing its name to **Allure Shoe Corp.** The company is located at 385 N.E. 59th St.

## California

• More than 48,000 patterns in men's, women's and children's shoes will be on display when the **West Coast Shoe Travelers Association** opens its four-day fall showing on June 1 in San Francisco. Delegates from 11 Western States, Canada and Hawaii are expected to attend. Mayor Elmer E. Robinson has designated the week of June 1 as San Francisco Shoe Week.

• **Pladium Shoe Mfg. Co.** of Los Angeles is reported opening a new factory at Costa Mesa, where it will have a peak production of 2,000 pairs of sandals daily.

## Ohio

• Hearing in the bankruptcy case of **Schroeder Shoe Co.**, Portsmouth, has been postponed until Monday, May 26, it is reported.

## New Hampshire

• The shoe industry in **New Hampshire** is reported holding up well in activity and employment, according to Newell Brown, director of the State Employment Security Division. Brown said shoe factories in the state have less unemployment than a year ago.

## Maine

• Contract has been awarded for the construction of a new shoe plant in Lewiston to be called **Belgrade Shoe Co.**, according to Hyman Miller, president of the firm. The one-story plant will be of glass, steel and concrete.

## Missouri

• **Heydays Shoes, Inc.**, St. Louis women's shoe manufacturer, shipped 42.08 percent more pairs during its first six-month period ending May 1, 1952, than in the comparable 1951 period, according to James S. Legg, president.

• **The Barbour Co.**, St. Louis distributor of shoe manufacturers' supplies, has moved from 4116 Sarpy Ave. to its own plant at 4330 Fyler Ave.

Most of the 10,000 sq. ft. of floor space in the new one-story concrete building will be used for warehousing and the manufacture of waterproofing material for leather and shoes. Ross Barbour is president.

• **Lazarz Mfg. Co.** has been organized under Missouri laws to manufacture infants' soft-soled shoes in St. Louis. Incorporators are H. A. Lazarz, J. H. Wortham, Sr., and J. H. Wortham, Jr.

• So enthusiastic has been the response to **International Shoe Co.**'s new line of men's Goodyear welt dress shoes retailing for \$6.95 that the company is now introducing a companion line for boys to retail at \$5.95. The men's line, sold under International's own label, has produced some 500,000 pairs since samples of the 19 styles were placed in salesmen's hands over two months ago, according to M. Robert Shaffer, the company's director of sales for men's and boys' shoes. The boys' line, also under International's own label, is being presented in five styles and is distributed as the men's in the Friedman-Shelby, Sundial, Peters and Roberts', Johnson & Rand sales divisions.

• **Charles E. Freeman**, formerly superintendent of Brown Shoe Co.'s plant in Potosi, has been transferred to the Owensville plant. He is succeeded at Potosi by Greyson Kimbrough, assistant superintendent since Jan. 1950.

## New York

• **David Evins**, president of David Evins, Inc., was host recently at a luncheon held in Pratt Institute, Brooklyn, where work done by students in the shoe design class of the Costume Design Department was exhibited. Speaker was Michelle Murphy, design research consultant at the Brooklyn Museum.

• **S. H. Williams** has been elected a vice president of **General Dyestuff Corp.**, and also becomes general sales manager, according to an announcement by John C. Franklin, executive vice president. Williams has been manager of the firm's Charlotte, N. C., office for the past 10 years and was inventor of the Williams Unit, a continuous operations piece goods dyeing machine widely accepted by the textile industry.

• Sales of **A. S. Beck Shoe Corp.** for the four weeks ended April 26 totaled \$4,693,208 against \$3,368,801 for the same period last year. This is a gain of 39 percent dollarwise.

*For the Best*

IN COMFORT  
AND CONVENIENCE

### HOTEL STRATFORD

Convenient to everything  
in Chicago, within easy  
walking distance of Wrig-  
ley Field, home of the  
Cubs. RATES \$2.50  
FROM

4131 N. Sheridan Road  
**CHICAGO,**  
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### New Jefferson HOTEL

Completely remodeled  
and refurbished — New  
Jefferson Hotel will make  
your visit to South Bend  
much more pleasant.

CONSIDERATE \$2.75  
RATES FROM

**SOUTH BEND**  
INDIANA

### HOTEL DAYTON

A modern hotel with  
every comfort and con-  
venience to make your  
stay a delight in Kenosha  
— where business and  
pleasure mix. Home of  
the Town Casino.

RATES \$2.75  
FROM

**KENOSHA, WISC**

Personal Management  
FRED F. KEAN  
AND ASSOCIATES



• **National Shoes, Inc.**, New York retail shoe chain, is reported opening additional branch stores in the Bronx, Brooklyn and Long Island. The new stores bring the chain's total to 90.

• Sale of assets of **Karl Gruenwald**, New York leather and findings firm, is reported to have brought \$2,500.

• Bankruptcy schedules filed by **Newcomb-Anderson Shoe Co., Inc.**, Rochester maker of infants' soft-soled footwear, list liabilities of \$54,918 and no assets, it is reported.

• **American Cyanamid Co.** has announced the appointment of **E. W. Hoffman** to the sales staff of the Industrial Chemicals Division's New York Office. He served formerly as purchasing agent for the Division and technical representative for the Petroleum Chemicals Department.

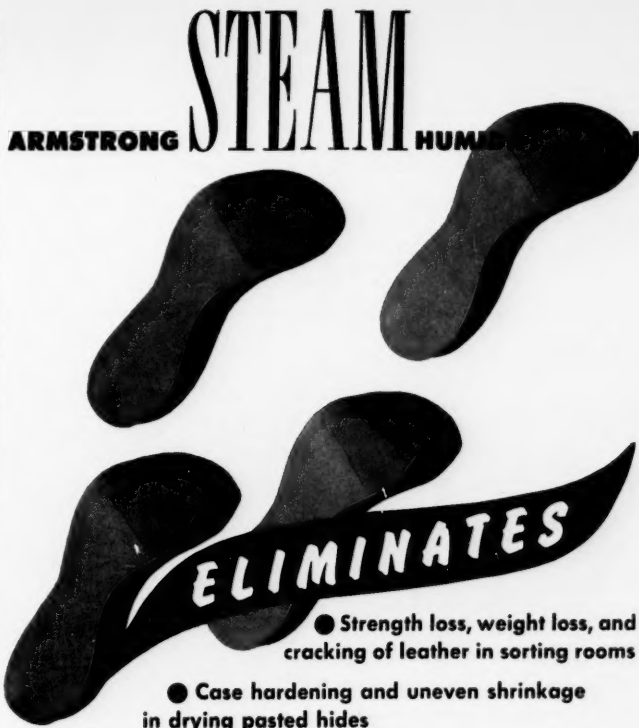
• **American Belly Tanning Corp.** and **Dreher Leather Mfg. Corp.** of New York City have introduced a new line of handcraft leathers distributed under the trademark "**Craftan**" (registration applied for). These will consist of pigskin, calfskin and goat of all weight and finishes, according to Harry M. Larris of Dreher Leather.

• Bulk sales notice has been issued announcing that **Kay-Hine & Lynch Shoe Corp.**, New York men's footwear wholesaler, sold its complete stock of merchandise on hand for \$67,720.61 to George J. Arronson Associates on May 20. The firm has decided to discontinue operation of the wholesale business but will continue its retail units. Creditors of the wholesale firm are to be paid in full.

• **J. Mackey & Son, Inc.**, New York women's footwear manufacturer, has been adjudicated bankrupt by referee. The firm was unable to raise funds to meet terms of its Chapter XI arrangement, providing for 15 percent cash and assignment to creditors of a disputed claim. Irwin M. Berner of Feakes Mercantile Agency, Inc., has been named trustee under bond of \$25,000.

• The 15 students taking the short-term course in finishing at **Pratt Institute** visited the I. Miller & Sons, Inc., plant in Long Island City recently.

• **Granada Footwear, Inc.**, Brooklyn slipper manufacturer, has been assigned to Max Aronson, 1441 Broadway, it is reported.



- Strength loss, weight loss, and cracking of leather in sorting rooms
- Case hardening and uneven shrinkage in drying pasted hides
- Static electricity in Spanish Rubbing
- Costly weight loss when leather is sold by the pound

ADD easy to work upper leather and smooth, uncracked sole and heel leather—and you'll recognize why Armstrong Humidification should be an integral part of your leather processing.

Armstrongs are simple, compact units which automatically provide the correct relative humidity by adding steam to the air. They are installed much like unit heaters. You take no chance, they are unconditionally guaranteed to satisfy or your money back! For full details...



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#### ARMSTRONG MACHINE WORKS

879 Maple Street, Three Rivers, Michigan



**ARMSTRONG Steam Humidifiers**

## FACTORY MANAGEMENT

(Concluded from Page 8)

present exhibitors wanting additional space, and numerous new applicants already making arrangements to exhibit.

The technical sessions were attended by about 500 delegates representing approximately 200 leading shoe factories. Conference officials already are expressing concern about space to accommodate the expected large increase in delegates and exhibitors to next year's Con-

ference, also scheduled to be held again in Cincinnati.

A highlight of the Conference was the talk delivered at the Monday evening dinner by Weir Stewart, president of the National Shoe Manufacturers Association, which sponsors the meeting. Stewart pleaded that factory management executives take heed of the government's economic trend toward socialistic practices. He emphasized the increasing tax bite taken out of taxes, resulting in less capital with which indus-

try may create new goods and jobs and productive capacity. Stewart said that the laboring man is being sold down the river by government, not only by excessive taxes but by deliberately fostering antagonism between labor and industry. He urged that better understanding of these conditions by more people would do much to reveal the fallacy of the government's economic policies, and bring about a return to free enterprise and improved conditions for all.

## EXHIBITORS' STATEMENTS

(Continued from Page 14)

"A truly brilliant show. The visiting executives were genuinely amazed at the new developments in their industry—the new equipment, products, machinery. They obviously appreciated the degree of cost and effort to which the allied trades is expended in the industry interest—and they expressed it through concrete response. All of us were exceptionally gratified." Julian Frankel, sales director, American Safety Table Co.

"Couldn't have been a better show for us. We saw a lot of the 'right' people, were able to put on a real demonstration and do a wholesome job of telling our story." Belding Hemingway Corticelli.

"We expected interest, of course, but never the great degree that was actually shown. We couldn't be more satisfied with any show. This was tops." Henry Hardy, U. S. distributor, Vulcaeur Co.

"A really exciting experience for us. We are extremely in favor of this show—a runaway first choice. We saw a lot of people, sold a wholesome amount of goods." Fred Trezise, assistant treasurer, George O. Jenkins Co.

"A most gratifying meeting. We were pleasantly surprised, too, by the number of visitors from out of the country—Belgium, Canada and elsewhere. A remarkable show of real interest." Harry M. Glazer, president, Central States Thread Co.

"This show is the works, any way you want to figure it. A lot of new factories, through the delegates here, have opened their doors to us, asking us to visit. Who could ask for more?" E. W. Hartley, Jr., general manager, Hartley Tool & Die Co.

"The flow of people to our exhibit was steady and gratifying in results. The show was efficiently handled and left everyone pleased." United Last Co.

"A really terrific show for us. We know of no other that can compare with it, and it's far out front as an action show. We are very enthused with the results." Richard Jones, advertising manager, American Biltrite Rubber Co.

"Best show I ever attended anywhere. We expect many fine results from our contacts made here. You can call the show successful in capital letters." S. H. Robbin, secretary-treasurer, Montreal Shoe Machinery Co.

"Customer contact was excellent. We couldn't have met them under more favorable conditions. This is exactly the show we've been looking for." Thomas O. Lee, sales development, Premier Thread Co.

"We were delighted with it. We plan to go into this shoe industry branch of our work much more extensively as a result of what we experienced at this Conference." Frank Jacobs, sales engineer, A. B. Dick Co.

"A positively wonderful show. It has given us entry into many new factories. And right on the floor, we were oversold on several of our new machines." Basil Livingstone, sales division, Western Supplies Co.

"A terrific show. Never saw such high and concentrated visitor interest. This show can't go anywhere but up." James Devine, St. Louis branch manager, The Brown Co.

"We're very much satisfied. It has given us a wonderful opportunity to demonstrate our equipment before a primary-interest group of factory executives. It has been a real pay-off show." Donald Adrian, M. B. Adrian & Sons X-Ray Co.

"I've seen this show progress over the recent years, and it gets better every year. This one is tops for us, and the trend seems inevitably toward still bigger and better ones." Paul Krupp, assistant sales manager, The Fostoria Pressed Steel Corp.

"We most certainly plan to be here

again next year—which is the best answer we can give on what we think of this show. It was three full days of talking shoes and shoemaking to the executive level in many, many factories. The results were excellent." Richard Ketchum, sales promotion and advertising manager, Avon Sole Co.

"We, like many others, never expected such a terrific deal as this one proved to be. It was solid from every viewpoint, and we don't plan to ever miss another of these shows in the future." Dan Lewis, Jr., Dan Lewis, Inc.

"The greatest show we've ever attended in the shoe industry. The response bowled us over. No one could be more enthusiastic." Curtis S. Bown, general sales manager, American Thread Co.

—END—

## NEW PRODUCTS

(Continued from Page 12)

### Crepe Soling Material

Called "Step-on-Air Soling," this new material comes in sizes eight to 30 irons thickness, with all irons of uniform thickness. The material is extremely lightweight and long wearing. It is a synthetic crepe material, its principal feature being the uniformity of the sheet, with perfectly square corners. The material has excellent workability, comes in five standard colors but may be obtained in any specified color. By Dan Lewis, Inc., Haverhill, Mass.

### Airfoam

A foam rubber product which originally was used in casuals, but is now being used in welts, cements and other shoe constructions with pronounced success. Airfoam is being made in a variety of densities applicable for all types of shoe constructions—a new feature of this product. It is used as a cushioning material for midsole, socklining, in-

**Finger Tip  
Control  
with the NEW  
GOODYEAR  
SOLE LEVELING  
MACHINE  
MODEL B**

The individuality of each shoe bottom can now be expressed more easily than ever before because the operator need no longer exert heavy, tiring pressure on the foot treadle. This new machine offers much in leveling performance, particularly where fine bottom character is an objective. Thus the *quality* of each shoe bottom is improved while *uniformity* is not affected by the strength, weight or fatigue of the operator. He is free to concentrate on quality.

It is a machine that truly makes modern mechanics and hydraulics the servants of the shoemaker — uses them to make easier the *art* of shoemaking.

The design of the machine makes possible high production even though each shoe bottom may receive individual treatment. A cone support reduces last strain and lower maintenance is possible as cams and clutch have been replaced by the hydraulic mechanism in which the parts run in oil.

Your United branch office representative can provide complete details.



**Features That Help Produce  
Finest Bottom Character**

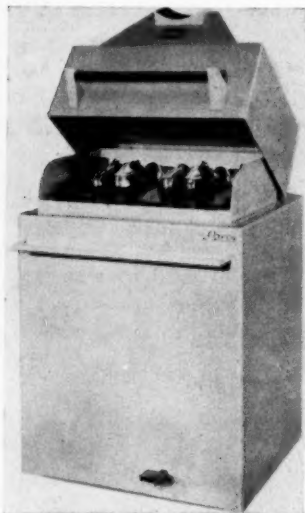
- Uniform pressure maintained — can be varied by adjustment of spring mechanism.
- Operator can level a specific area on any shoe as long as necessary to obtain results such as highly defined cottage shanks, circular ball lines and close inside shanks.
- Leveling roll movement hydraulically controlled under spring pressure — operation of the jack is effortless.
- Meets the need of a machine for Goodyear welts, McKays, turns, Littleway lockstitch, silhouwelts and stitchdowns . . . wherever controlled leveling is required.

**UNITED SHOE MACHINERY CORPORATION  
BOSTON, MASSACHUSETTS**

sole, filler, platform, etc. By Air-foam Division, Goodyear Tire & Rubber Co., Akron, Ohio.

#### Tack Detector

A cabinet-like x-ray device, on casters for maneuverability, for quality control work in shoe factories. It actually x-rays shoes (several pairs



at a time) to reveal such defects as exposed tacks, improper application of staples, misplacement of shank-pieces, etc. The machine will x-ray up to 4,000 pairs a day, requires no specially skilled operator. The machines may be rented or purchased outright. By M. B. Adrian & Sons X-Ray Co., Milwaukee.

#### Sewing Machine Features

Back strapping women's closed shoes can now be a continuous rather than an interrupted performance by Singer's new 231-25 two-needle, two-thread chainstitch, feed-off-the-arm

machine after the arm has been loaded with a stack of shoes. The work flows right off the open end of the cylinder arm, increasing production appreciably.

A new styling for women's shoes is now achieved by use of the Singer 140W2 fagot stitch machine. This flat bed lockstitch machine can be used for joining the vamp pieces with fagot stitching which is decorative and serves to ventilate the shoe.

Next is a Singer 69SV50 cylinder bed lockstitch machine for sewing all kinds of buckles on vamps of women's pumps. This cam-controlled machine makes 36 stitches and automatically trims the thread after stitching.

Insert power tables or insert individual stands were another Singer innovation — table tops with removable insert sections applicable to factories making high-style shoes to provide a simple means of replacing or re-arranging sewing machines without changing the table top. The insert sections allow the machine and insert to be removed as a complete unit, then replaced with another unit, without disturbing table, stand or motor.

All devices here by Singer Sewing Machine Co., New York City.

#### Two Machines

A new Toe Molding Machine using right and left forms on a dual machine gives an average daily production of 1800 pairs. One set of forms is required for an average run of sizes. The machine is equipped with a variable heat regulator, and the pressure can be adjusted to the needs of the operation. Toes of plain leather or toes backed with heat-activated box toe material may be quickly formed true to the last. The machine acts by moulding and re-arranging the leather fibres to conform to the last via heat and pres-

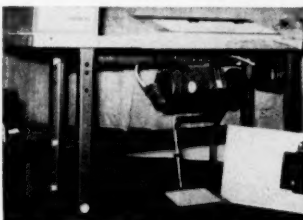
sure. It makes lasting easier — removes most wrinkles after the shrinking operation.

An Air Power Moulding Machine is used in the packing room to obtain a highly finished look to shoes before shipment. It makes toplines smooth and wrinkle-free. Assembled shoes are formed permanently and quickly to the shape of the last. The machine has dual controls; when one unit is operating the other is ready for loading. Production is about 1800 pairs a day.

Both machines by Western Supplies Co., St. Louis.

#### Removable Table Top

A new innovation—a replaceable insert or table top for a variety of sewing machines. The motor is situated beneath the table, and the motor slides to either side on a back



bar to any position desired. This makes the unit completely flexible. Any type or size of sewing machine can be adapted to the table simply by inserting the desired table top to fit the machine's needs. By American Safety Table Co.

#### Nur-O-Cel

A new soling and heeling material especially adaptable for indoor footwear such as infants' shoes, casuals, slippers, etc. The material is extremely lightweight, has a "sliding" effect like leather rather than a "stop" effect as with rubber in taking a step. The material is a resinous blend of expanded or blown-up cells. The material comes in three colors — white, blond and oak. By American Biltrite Rubber Co., Chelsea, Mass.

#### All-Nylon Bobbin

A new all-nylon bobbin, called "Hembobs," has no core and no shell, gives up to 35 percent more yardage, saves bobbin-changing time. Other advantages: requires fewer resews, gives longer-lasting seams, provides proper elasticity to prevent breaking-out in closing operations and thus allows seams to yield with each step. By Hemingway & Bartlett Mfg. Co., New York City.

experience  
dictates...

**SETON LEATHERS**

VERONA

DURONA

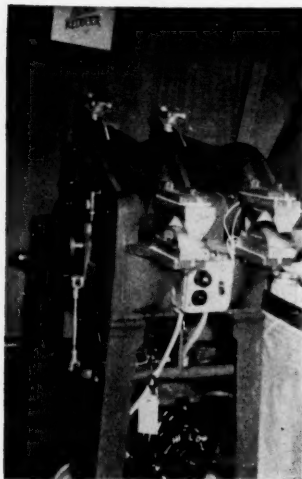
White  
ZEPHYR  
BUCK

SETON  
PATENT

SETON LEATHER CO. NEWARK 4, N.J.

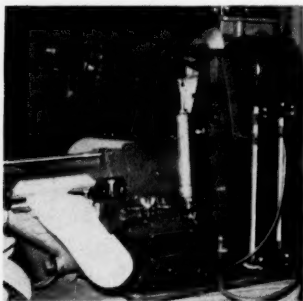
### Three New Machines

The Boston Seam Reducer — an improved machine with speedier action; quick change forms for the reduction of seams and for the formation of backseams and moccasin ribs.



The machine will remain under pressure at the operator's will, but stops under extreme pressure. The machine comes down not with a hard impact but with a progressive pressure against the seams — thus preventing seam breakage.

Wedge Heel and Sole Cementer — designed for application of neoprene solvent cements for synthetic type crepe or rubber soles with breasted



heels attached. Can go from three irons to one inch in thickness. The heel and sole can be cemented independently on the same machine by use of a special attachment. Savings of up to 35 percent may be realized on adhesive alone, plus a 50 percent saving on labor. It applies an even coat of cement at just the specified amounts — an improvement over the brush or spray method. Drying time is more easily controlled.

Cementing Device — applying latex cement for use on uneven surfaces such as shanked-out soles, shoe bottoms, etc. The device cements the entire surface, no matter the contours and unevenness of the surface.

All three machines by Boston Machine Works Co., Lynn, Mass.

### Dacron Shoe Threads

One of the new "miracle" synthetic fibre threads introduced to the shoe industry is finding excellent application in work and other heavy footwear where threads are subjected to chemicals and abrasion. Dacron has particularly high resistance to these thread-destructive factors. In the dress shoe field, Dacron threads are being used for inseaming and outsole stitching with superior results. Dacron has high resistance to stretch, has fine pegging and wearing qualities, creates no stitch separation on the sole. It is used for inseaming and lockstitching on Marine combat boots — an indication of Dacron thread strength where resistance to mildew and bacteria is important. By Premier Thread Co., Pawtucket, R. I.

### Vulcanizing Machine

Called Vulca-Welt, this is a new French vulcanizing and molding machine used on any type of shoe construction. This 16-station machine operated by a single individual can turn out 500 pairs in eight hours. It is fully automatic, requires no skill to operate, is claimed to be the fastest machine of its kind ever built. The jacks are loaded and unloaded at the same central point. In a few minutes the upper has completed the cycle and the finished shoe is ready for packing and shipping—with no cleaning or treeing required. The Vulca-Welt can be used on any type of upper, saves up to 33 operations (claiming to replace 26 different other machines), makes its own sole and heel from rubber or composition, molds

and vulcanizes in one operation to entire shoe bottom, incorporates into the mold any welt design or imitation stitches, and engraves your trademark. Via Henry Hardy, New York City.

### Plastic Counter

A new type of plastic counter, molded under heat, is used on both conventional and slip-lasted shoes. Provides a clean topline, nicely contoured. Is easily workable in operation. Though emphasis has been on lower-priced lines usage, particularly in cement type footwear, it is also finding more use in high-priced shoes. These counters have longer life under abuse (such as from sliding the foot into the shoe without a shoe horn). The counter keeps molded to the shape of the foot heel because of the heat of the heel of the foot. By Bixby Box Toe Co., Inc., Haverhill, Mass.

### Coating Machines

A Fibre Tuck Coating Machine—whereby fibre tucks are coated with latex without any adjustments for their varying thicknesses. The machine is said to save up to 40 percent of latex consumed over other methods. Machine will also apply latex or glue to material up to 1/4-inch thick and from 1/2 to 5 1/2 inches wide by any length.

Latex Cementer with a new single roller, automatically adjusts itself to varying thicknesses of materials up to three inches.

Semi-Automatic Feed Label Paster—a light touch on a rod delivers a glued label to an operator on this machine. Ungummed labels are stacked in an adjustable hopper, accommodating labels up to 5 1/2 inches wide. The operator's hands are positioned to receive the label; touching the feed actuator with the back of either hand causes one label to be fed through the machine automatically. The label picks up a coating

## KORN LEATHER COMPANY

TANNERS OF

*Splits*

FOR EVERY PURPOSE

*Side Leather*

MEN'S AND WOMEN'S  
IN THE POPULAR PRICED RANGE

PEABODY, MASS., U. S. A.



of adhesive and is delivered to the operator's fingertips. The amount of adhesive applied to the label is controlled by a dial regulator.

**Moccasin Plug Machine**—a small, compact latex cementer is designed primarily to apply up to a 1/2-inch margin of latex to moccasin plugs. The machine weighs only ten pounds.

All four machines by Potdevin Machine Co., Teterboro, N. J.

#### **Insole Material**

Called "Articor," this is a new semi-artificial leather insole material which can be channelled for the No. 5 Ayrlyte Process. The insole is made from specially processed leather. By Ayrlyte Corp., New York City.

#### **Four Machines**

A Leather Heel Trimming Machine with ball bearing operation, gives greater speed and ease of operation, reduces operator fatigue.

A Four-Headed Edge Setter with built-in motor in the head, running the four stations directly. Each station is separately controllable. Elec-

tric heating is also separately controllable. It uses standard setting irons.

**Combination Dust Exhauster and Dust Collector** is equipped with a vertical thrust motor which runs the in-belt exhaustor fan. It is an excellent device for a pilot plant—eliminates connecting to a central dust exhausting system. The machine operates independently, can be moved around anywhere.

**Polishing Machine** — replaces the old homemade system of brush stands. Any type of brush can be installed on this machine. It has its own exhaustor fan built in. Can be equipped for individual motor drive. The machine can be placed anywhere in any way.

All four machines by Montreal Shoe Mfg. Co., Ltd., Montreal, Canada.

#### **Eyelet Tag Separator**

For duplicating of work instructions or coupons in shoe factories. This highly efficient machine permits only one card to be fed at a time via

a foot treadle. The operator is seated while operating the machine, in contrast to the standing position required of other such machines. Chief advantages over the conventional type of duplicating machine are (1) easy use; (2) high speed; (3) low over-all cost; (4) highly legible instruction cards; (5) stencil can be filed and re-run at any time. Is adaptable to practically any size shoe factory tag. By A. B. Dick Co., Chicago.

#### **Three Machines**

A Clicking Machine, electrically controlled, increases the production speed of such machines by 25 percent. The brake is automatically released. The head of the machine is particularly maneuverable because the rings are eliminated.

A Hydraulic Sole Press has a new cylinder which equalizes the pressure across the whole bottom of the shoe simultaneously to give a uniform and highly effective press.

A Last Puller, altogether unique, "breaks" the last and removes the shoe from the last in a single, swift and simple operation. The shoe on a jack contacts a rubber disc, and the resulting friction in an instant breaks the last and removes the shoe. Operation is by a simple foot lever.

All three machines by Herman Schwabe, Inc., New York City.

#### **New Carbide-Tipped Parts**

The Hartley Tool & Die Co., shoe industry specialists in carbide-tipping shoe machine parts to give extraordinarily long wear to these parts, have added many new shoe machine parts to the list. Some new parts or applications now being carbide-tipped are as follows:

449 Work Guide (Bessom's): French Cord Stitching Machine.

882 Baffle: USMC Model C Staple Side Lastings.

311 Outside Knife: USMC Model C Staple Side Lastings.

826A Inside Knife: USMC Model C Staple Side Lasting:

166 and 44 Cutting Block: Atlas Tack or Peerless Eyeletting.

20192 Throat Plate: 44 Class Fancy Stitching.

356B Cutting Block or Anvil: USMC Duplex Eyeletting.

16131 Throat Plate: 18-2 Class Single Needle Vamping.

Roll Center Bearing: New York or Boston Cementing Machine.

313 Knife and Feed: Economy Channeling Machine.

# HYDRODITE

## *Leather Finishes*

Quality leather finish is one of the prime ingredients that contributes to the art of making fine leather.

Many years of experience together with uniformly high standards of production have helped to give HYDRODITE its respected position in the leather industry.

The producers of HYDRODITE invite you to make use of their research laboratory and technical staff.

BRANCHES: Drexel Bldg., Philadelphia;  
Union, N. J.; Salem, Mass.

## A. J. & J. O. PILAR

### *Leather Finish Specialists*

CHAPEL ST. & LISTER AVE., NEWARK, N. J.

THREE PROGRAMS in the  
SCIENCE and PRACTICE of

## LEATHER MANUFACTURE

(INCLUDES SHORT-TERM COURSES)

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SCHOOL of LEATHER and TANNING TECHNOLOGY

## PRATT INSTITUTE

105 WAVERLY AVE.

BROOKLYN 5, NEW YORK

## CLASSIFIED ADVERTISING

### Wanted and For Sale

#### For Sale

7,500 lbs. shoe platform felt, 250 lb. bales, mill packed, in fine condition; 1/4" x 3/4" thickness; various large sizes; all straight and square cut; up to 36" x 54". Price for lot only 6c per lb.

CENTRAL MERCANTILE CO., 217 Milwaukee Ave., Chicago, Ill.

#### SEDGWICK K. JOHNSON

Leather Chemist and Tanner

Research and Government Work a Specialty

E-4 19 Pingry Place, Elizabeth 3, N. J.  
ELizabeth 3-7336

#### Factory For Sale or Rent

EASTERN PENNSYLVANIA (Danville) Factory, about 26,000 sq. ft., two boilers, elevator, sprinkler system. 2 acres land, equipped for tanning. Sacrifice for quick sale. Address E-12, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### Wanted

2,000 used toggles for sheepskins.

Address E-14,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Chamois

ENGLISH FULLSKIN CHAMOIS LEATHERS are the best for automobile, household and industrial cleaning. We can offer supplies at very attractive prices. Prompt delivery.  
WOODACRE CHAMOIS CO., LTD.,  
DARWEN, LANCs., ENGLAND

#### For Rent

Leather Show Room  
Ground floor store  
now available.

One block from  
new Mid-town location  
of the Tanners' Council.

For full details address

E-13,  
c/o Leather and Shoes,  
20 Vesey St.,  
New York 7, N. Y.

#### Situations Wanted

#### Shoe Manufacturing Expert (Ladies)

Designer, pattern cutter, leather and last expert, 35 years' experience, Europe, England, will accept consulting or working position in or near New York. Address E-15, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

#### Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Tuesday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.  
300 W. Adams St. Chicago 6

#### Splitter

POSITION WANTED: Splitter with 35 years' experience on all types of leather. Will accept position teaching or consulting.

Address D-14.

c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

#### Office Manager

#### Administrative Assistant

YOUNG MAN, 34 years old, with 10 years experience as office manager and assistant to the president of a leather organization, wishes to become associated with a progressive organization with opportunities. Excellent knowledge of costs, yields, procedure, production and labor relations. Accounting training and experience. Excellent references. Address E-8, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### Stitching Room Foreman

Available May 10 man of long experience in women's novelty factories. Knows California process problems. Capable of running smoothly operating room. Knows machines and how to keep them in order. Best of references. Prefers factory in greater Boston. Apply Box Y-4, Leather And Shoes, 10 High St., Boston, 10, Mass.

#### Shoe Buyer-Merchandiser

A woman with 24 years of wide experience in shoe business, seeks position with shoe manufacturer or large distributor as buyer and/or merchandiser, preferably in the East. Knows all aspects of shoe business—retailing, buying, merchandising, fashion coordination and sales. Has detailed knowledge of all types and grades of footwear. Personable, vigorous, with excellent record of results. Is presently employed with same firm for past 7 years, but wishes position with better opportunity. Write Leather And Shoes, Box Y-6, 10 High Street, Boston.

#### Help Wanted

#### Salesmen

WE OFFER an excellent opportunity for wide-awake salesmen to sell adhesives and coatings.

Because of an increased demand for our products and new developments by our laboratories, we have decided to expand our sales force.

Preference will be given to men who have had experience selling coatings, latex and rubber cements.

Write full details to Adhesive Products Corporation, 1600 Boone Ave., New York 60, N. Y.

## Schaefer SHOE CEMENTERS

Practical for  
SOCK LININGS — VAMPS —  
BOX TOES — INNERSOLES —  
LININGS — HEEL PADS



7" & 11"  
WIDE

FREE  
TRIAL

Speedy! Versatile! Efficient! Schaefer Cementers completely and uniformly latex die-cut pieces of leather, cloth, faills, leatherette, fibre and paper. Convenient. Patented. Quick disassembly for cleaning.

#### SCHAEFER MACHINE CO.

57 Carbon St., Bridgeport, Conn.

New York City—LE-2-2010

PHONES: Bridgeport 68-2250

Boston—ARlington 5-8096

Agents in principal cities

this  
sword  
means  
Cancer  
RESEARCH



For millions cancer research is a race for life.

The American Cancer Society supports research in 100 institutions in 35 states . . . grants aid to 900 investigators . . . trains as fellows 78 young men and women.

However, some vital research has been retarded because of lack of funds . . . twice as many dollars could be used in 1952 under the sign of the cancer sword. Cancer Strikes One in Five. Your Dollars Strike Back.

Mail Your Gift to "Cancer"  
Care of Your Local Postoffice

AMERICAN  
CANCER SOCIETY

## Coming Events

June 1-4, 1952—Annual Convention of American Leather Chemists Association. Ocean House, Swampscott, Mass.

June 22-25, 1952—Mid-Atlantic Mid-Season Shoe Show. Penn-Sheraton Hotel, Philadelphia, Pa.

July 13-17, 1952—47th Annual Convention, Shoe Service Institute of America. The Sheraton Plaza Hotel (formerly The Copley Plaza Hotel), Boston, Mass.

July 27-30, 1952—Baltimore Shoe Show sponsored by the Baltimore Shoe Club, Inc., and Associated Shoe Travelers, Inc., Lord Baltimore Hotel, Baltimore, Md.

Sept. 3-5, 1952—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York.

Sept. 4-5, 1952—Showing of American Leathers for Spring and Summer, 1953. Sponsored by Tanners' Council of America, Inc. Waldorf-Astoria Hotel, New York City.

Oct. 6-8, 1952—Annual Convention of the Industrial Research Institute of Canada, Montreal, Quebec, Canada.

Oct. 23-24, 1952—Annual Fall Meeting, Tanners' Council of America, Inc. Edgewater Beach Hotel, Chicago, Ill.

Oct. 27-30, 1952—National Shoe Fair, sponsored by National Shoe Manufacturers Association and National Shoe Retailers Association, Palmer House and other hotels in Chicago.

Nov. 30-Dec. 4, 1952—Popular Price Shoe Show of America. Showing of shoes for Spring 1953, sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York.

## Deaths

### William D. Taylor

... veteran *leather executive*, died May 19 in Somerville, Mass., after a long illness. He was manager of the Boston office of the Trostel Leather Co., Milwaukee tanner, for some 20 years before his retirement in Dec. of 1951. Active in the trade for many years, he had been associated with the Trostel firm for more than 50 years and had served under three generations of the Trostel family. A native of Texas, he joined the Trostel firm in Milwaukee and held various executive positions before taking over the Boston office. He was active in community affairs and treasurer of the Boston Leather Trade Benevolent Association. Surviving are his wife, Susan Carman; and two sisters, Mrs. Helen Jansen and Miss Bessie L. Taylor.

### Leo Goldsmith

... 85, *veteran tanner*, died May 18 in Newark. Active in the leather business since 1889, he had been president since 1935 of Ziegel, Eisman & Co., Newark tanner. The present firm had been incorporated in 1922 and Goldsmith served as secretary until 1935 before assuming the presidency. He was one of the true pioneers of the leather industry in the U. S. and known throughout the industry. Survivors include his wife, Rebecca Burnstine; three sons, Henry C. Goldsmith of Ziegel, Eisman & Co., Bernard of Goldsmith Leather Co., Inc., and Leo, Jr., a New York attorney; and two daughters, Mrs. Janet R. Cohen and Mrs. Dorothy Raab.

### George T. Hart

... 71, *shoe machinery specialist*, died May 19 at Lynn Hospital, Lynn, Mass. He was a retired research specialist for United Shoe Machinery Corp. at Danvers and had been associated with the firm until three years ago. He was a Mason and active in community affairs. Surviving are his wife, Mabel; and a son, Fred H. Hart.

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**QUEBRACHO EXTRACTS**

**SOLID POWDERED LIQUID**

**THE RIVER PLATE**

**IMPORT and EXPORT CORPORATION**

405 LEXINGTON AVE., CHRYSLER BLDG., NEW YORK



**WINDRAM**

*Quality*

**COMBINING — ELASTICIZING PLASTICS BACKING CLOTH**

**WINDRAM MANUFACTURING COMPANY**

*Established 1867*

3 Dorchester St., So. Boston, Mass.

# NOW



**better leather quality**

**better leather coloring**

**less skin wastage**

WITH

# Leotan A

"LEATHERESIN"

Leotan A is a "leatheresin" developed especially for the tanning industry. It is used primarily to impart permanent body and fullness to chrome tanned skins.

This "leatheresin" is particularly suited to the tanning of lightweight kid and calf skins which are to be processed into suede, since it yields unusual fullness and improved nap without detracting from the color value. With grain leather, it imparts a definite increase in the body and tightness of the flank without abnormal drawing of the grain.

Leotan A has the outstanding advantage over any other material used for this purpose in that the tanning process is very simple. Solutions may be applied either to pickled stock prior to chrome tanning or to shaved stock in the blue. Coloring can be carried out in the usual manner, without loss in brightness or fullness of shade.

**Available in Barrels**

Leotan A is now available in barrel quantities from semi-works production.

*Leotan A is another acetylene chemical developed by General Aniline & Film Corporation "... From Research to Reality"*

## ANTARA CHEMICALS

DIVISION OF

GENERAL DYESTUFF CORPORATION

435 HUDSON STREET • NEW YORK 14, N. Y.



BRANCHES: Boston • Providence • Philadelphia • Charlotte, N. C. • Chicago  
Portland, Ore. • San Francisco

IN CANADA: Chemical Developments of Canada Limited, Montreal

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## ANTARA CHEMICALS

DIVISION OF

GENERAL DYESTUFF CORPORATION

435 HUDSON STREET, NEW YORK 14, N. Y.

Please send ☐ further information

☐ sample

on Leotan A "leatheresin"

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

POSITION \_\_\_\_\_



COLOR  
**136**  
BRITISH TAN

COLOR  
**137**  
BOURBON

COLOR  
**138**  
AMBERTONE

FOR *Men* IT'S  
**WILLOW  
CALF**



COLOR  
**131**

**BLACK  
ROYAL  
CALF**

Shoes made of WILLOW Calf retain their beauty of form and finish. This attractive, sturdy, full-grain leather shapes itself to the feet, takes a nice polish, and wears very well.

AMERICAN HIDE AND LEATHER COMPANY BOSTON